



OCTOBER • 1950

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Lighting Beauty...

Lighting in the home is decorative as well as functional. And lamps are profit merchandise



APEX SETS PRODUCTION RECORDS TO SERVE ITS DEALERS



Apex continues to supply a complete line of Home-Laundry Appliances that meet consumer demand on all counts...

Quality · Dependability · Economy

● Everything possible is being done to maintain a steady flow of Hour-Saving Appliances to Apex dealers. Yes, production schedules are being met every day, but there's one short cut Apex will never take . . . reducing the quality of Apex Appliances. Proof of this is supplied by the products shown here. Compare them with all others for quality construction, dependable performance, and downright economy.

APEX *Timer-Controlled* **SPIRAL DASHER WASHER** with Instinctive Safety Wringer

The wringer washer that homemakers want, with the exclusive Apex Spiral Dasher; Instinctive Safety Wringer; Automatically-timed washing with the Apex Fabric-Saver Dial—selects the desired washing time according to fabric and degree of soil . . . and many more sales-clinching features. The washer that pays for itself as it is used.

Model 1002-P illustrated. Complete Apex line gives you models in every price range.



Apex-Lovell Instinctive Safety Wringer

Safest wringer available. If fabrics, or even your fingers, should ever become entangled, an instinctive push or pull on the wringer stops wringer rolls instantly. Gentle push moves wringer to new position—no locks—no levers. Adjustable pressure selector for all fabrics.

Apex SPIRAL DASHER

Sales start here! Exclusive Spiral Dasher design gives equal washing efficiency from the top to the bottom of the tub. Saves fabrics . . . saves time!



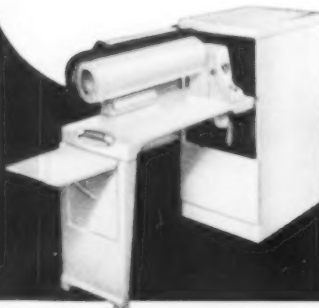
Apex **WASH-A-MATIC**

Five ways better—extremely high washability, uses least hot water, shortest complete cycle, prolongs fabric life, leaves clothes fluffy and wrinkle-free. Exclusive "Bouncing Basket" is molded of Fiberglas into world's largest agitator.



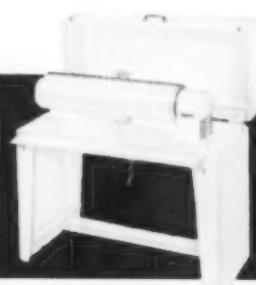
Apex **Automatic CLOTHES DRYERS**

Feature both the new gas dryer and the famous Apex electric model to close more sales. They cut ironing time in half and dry clothes faster at safer operating temperatures. Both are 100% automatic, thermostatically controlled.



Apex **FOLD-A-MATIC Ironer**

This is the biggest season for ironer sales! Get your share of the business by featuring the FOLD-A-MATIC—the only full-size ironer that folds away into a compact utility cabinet for use in any room.



Apex **Model 4401 Automatic Ironer**

New Apex economy model opens the way to more sales. Now you can offer a full-size automatic ironer at really low cost. Full 26" roll, thermostatic heat control switch, and convenient tip-back cabinet that folds down to provide handy work surface top.





The Cover . . .

If long-time readers of EM care to check up, they will find that the color photograph on this month's cover was originally a black-and-white frontispiece for the lighting section of our May, 1937, issue. After 13 years we still feel that it proves its point. Dave Rosenfeld took the photo.



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No. 10

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INTERNATIONAL COVERAGE BY



AT LAST I'M FREE!



All over America, October 27 to Nov. 4, will be "Freedom Week" for Westinghouse Retailers. This hard-hitting Promotion is going to make refrigerator history!

"At Last! I'm Free"
thanks to my new
WESTINGHOUSE FROST-FREE REFRIGERATOR

When first she's to build up
BUTTER CREAMS TOGETHER

When refrigerator
Does through coils of frost
Cool Food quickly really
FROST FREE

Butter adds desire
to eat...
A COMPACT
APPLIANCE

FROST-FREE
THE QUALITY THAT HAS MADE
YOUR REFRIGERATOR HISTORY

See TV's Top Dramatic Show... **STUDIO ONE**... Every Week

YOU CAN BE SURE...IF IT'S Westinghouse

Refrigerator, Dishwasher, Cleaner, Iron, Electric Teapot, Roaster-Oven, Fan, Water Heater

YOU'LL BE SEEING THIS WESTINGHOUSE *"Freedom" Girl* EVERYWHERE YOU LOOK

SHE'LL DOMINATE AD PAGES in Life, The Saturday Evening Post, Collier's, Household, Pathfinder, Country Gentleman, Successful Farming, Good Housekeeping and Farm Journal.

NEWSPAPER READERS from coast to coast will be hearing her cry of freedom.

SHE'LL BE ONE of the star attractions on the Westinghouse "Studio One" TV show, Oct. 30.

IN SHOW WINDOWS and on retail store floors she'll be stopping traffic.

PUT THIS GAL on your sales staff and watch her stir up lots of interest and action.

WESTINGHOUSE ELECTRIC CORPORATION
Appliance Division • Mansfield, Ohio



**YOU CAN BE SURE...IF IT'S
Westinghouse**

...of course, it's electric!

TOASTER



WASH-AWAY



RANGE



ELECTRIC GRIDDLE



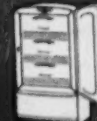
MIXER



LAUNDROMAT



HOME PRESSER



A. O. SMITH "SCOOPS" WATER HEATER INDUSTRY WITH TODAY'S BIG NEWS!

NEW MODELS!

New Low Prices!

A.O. Smith
Permaglas
AUTOMATIC ELECTRIC WATER HEATERS

NOW COST NO MORE THAN ORDINARY WATER HEATERS

Mass production savings make possible these new low prices . . . shipment of MORE THAN A MILLION WATER HEATERS from the huge Kankakee Works of A. O. Smith shows that public acceptance and unprecedented demand have made *Permaglas* America's largest selling top-quality water heater. Why? Because more and more prospects want freedom from tank rust . . . they want *Permaglas*, the glass-surfaced steel water heater that can't rust because glass can't rust.

A. O. Smith dealers are now way out front . . . they have the ONE water heater that's *easier to sell* . . . because it's the water heater that can be demonstrated. *Easier to sell* because it's backed by the most powerful CONTINUOUS national advertising program in the water heater industry. *Easier to sell* because *Permaglas* has outstanding and exclusive features. And, too, A. O. Smith dealers have a complete program of advertising, merchandising, and demonstration selling aids.

Get all the details about A. O. Smith's BIG electric water heater news—fill out the coupon and mail it today.

NEW! EXCLUSIVE CERAMITRON CONSTRUCTION (Patent No. 2267361) assures positive protection of glass-surfaced steel tanks against attack by all corrosive waters. ONLY *Permaglas* HAS IT!

Glass Can't Rust! With its mirror-smooth tank of glass-surfaced steel, every *Permaglas* Automatic Electric Water Heater features built-in protection against rust and corrosion.

Clip...
Mail Today!

A. O. SMITH CORPORATION
Water Heater Division, Dept. EM-1050
Kankakee, Illinois

I want to be shown how the big news about *Permaglas* will make more money for me.

Name _____

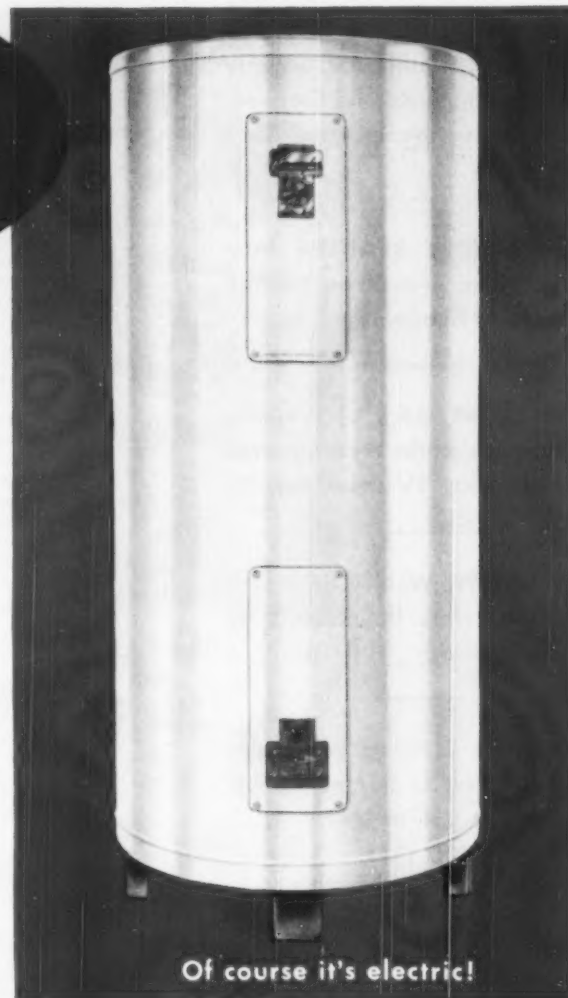
Firm _____

Address _____

City _____

Zone _____

State _____



Of course it's electric!

A.O. Smith

AUTOMATIC WATER HEATERS



Atlanta 3 • Boston 16 • Chicago 4 • Dallas 2 • Denver 2 • Detroit 2 • Houston 2
Los Angeles 14 • Midland 5, Texas • Milwaukee 2 • New York 17 • Philadelphia 3 • Phoenix
Pittsburgh 19 • Salt Lake City 1 • San Diego 1 • San Francisco 4 • Seattle 1 • Tulsa 3
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The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W. ARMSTRONG

THE end of panic buying in August left appliance and TV sales still higher than 1949 levels, according to eastern dealers. Acting as stimulants to keep volume big were: increased consumer earnings, the threat of excise taxes on TV and freezers, the prospect of government regulations on credit, and the long-term probability of increasing shortages of goods as the nation moves toward a war economy and the diversion of steels and other basic supplies to defense needs. Prices were rising, too, and many consumers hoped to buy before they got any higher.

How Long a Boom? Dealer delight in the boom was tempered by two factors: (1) they were having trouble getting all the merchandise they could sell, and (2) they were worried about how long the boom would last. Said one, "It seems to me we've sold a lot of merchandise this summer that we normally would have sold in the fall and the first few months of next year, and those buyers won't be in the market six months from now." As examples, he mentioned customers who were building new homes and bought their appliances way ahead of time "just to be sure they'd have 'em" or customers who bought new refrigerators and washers even though their old ones were still in good condition. To him, this meant that he wouldn't have as many "natural" customers next spring as normally.

Changing Pattern. Panic or not, the general sales increase throughout the eastern area was taking place in a merchandising climate far different from that of the first half of the year. The biggest difference, of course, was in pricing. Discounts were either disappearing or shrinking. And many dealers who in June felt constrained to give demanding customers at least 20 percent off

were selling at list or limiting discounts to five or 10 percent. Both distributors and dealers were working against short inventories, and dealers were often struggling to switch prospects from unavailable branded items to something that was in stock. So far as sales promotions were concerned, distributors had cut their cooperative advertising budgets to the bone and several manufacturers announced cutbacks in their own promotional efforts.

Local Conditions. Out on New York's Long Island dealers were particularly short on washers, refrigerators and TV. In August of 1949 washers were a drug on the market, but in August of 1950 everybody wanted one and it didn't seem to matter if they were conventional, automatic or semi-automatic. Merchants couldn't see any improvement in sight on TV supplies and were hoping that cooler fall weather would ease the refrigerator demand and give them an opportunity to rebuild inventories.

Washington Opinion Varies. Two out of six Washington dealers report that August sales were slower than in July and were actually spotty. Both blamed the slowdown on rising prices and one said that increasing prices have practically stopped all movement of electric housewares. Another Washington dealer reports that merchandise is still selling at the July rate—with freezers, washers, dryers and TV leading the parade. Radios, he says, "are again out of the race," a different picture from that presented by a department store which says, "Radios are still going strong." A fourth Washington dealer admits that sales have slowed, but finds merchandise hard to get, says washers and refrigerators move out as soon as the store gets them. Like some other dealers, he finds a shift in buying emphasis from white goods to TV.

Boston Business Booms. "The television business is nuts," reports one Boston merchant. "The public has just about gone daffy over TV. We are easily selling 100 sets a day and the N. E. Council's recent survey showing that the Boston video area is buying 500 sets a day is pretty conservative. We put sets on demonstration in our store and they are gone before night. As for our appliance sales generally we are running 50 percent over last year's volume."

"Our business is over 15 percent ahead of last year," says another Boston dealer. "Some shortages exist in refrigerators, particularly when a customer has a specific model in mind."

Unusual in times of stress, one

Boston dealer complimented his distributors on their efforts to keep him supplied. "My distributors have done as well by me as they could," he declared. "I cannot get electric ranges in any quantity and washers are getting scarcer. My floor looks bare than for many months. Business is good, but deliveries are my chief headache."

Sales Decline in Buffalo. Summer ends earlier in Buffalo than in many other parts of the East—and so, apparently, did the buying boom. Four stores report substantial declines in volume in August. Said one dealer, "TV sales appeared to have reached their peak about two weeks ago (mid-August) and now are tapering off a bit. There is a good demand for three-way combinations and low price table radios. Demand for white goods is not as heavy as at the peak of the summer boom. Refrigerators are slower, but washers and ranges are very strong."

Substantial agreement came from a second Buffalo retailer. "Appliance demand has tapered off in recent weeks," he said, "and customers are now doing more looking and shopping. Television continues to hold up well."

A third dealer reported, however, that TV "has slowed down from the summer high. Many people bought ahead of their plans to beat the tax and this may be reflected in lower sales in October and November."

What Shortages? The big demand for TV and the shortages described by dealers all over the East might come as a shock to cursory readers of New York City newspaper ads or casual window shoppers there. One big chain, for example, plugged its recently instituted end-of-the-month sale with a full page listing of reduced price TV sets. But even big dealers were finding it increasingly difficult to locate enough name-brand merchandise to make a promotional splash. One New York chain, for example, recently filled its windows with television sets priced as low as \$159.95 for a 16-inch console. But the brands, Airmaster, Electromatic, Raleigh, Monarch, etc., were not the best known in the industry.

Alas, Poor Dealer. Dealers attending a recent organizational outing in the New York area provided the best example of how they feel about the war-born upsurge in sales. Treating one of the men present with unusual consideration and courtesy, they explained that, "The poor guy got fed up with discount selling and headaches and when his lease ran out in June he gave up his business. If he'd only stayed in another month!"

The Midwest



By TOM F. BLACKBURN

OUR shopping expert who, with a bundle under her arm looks like a typical housewife, reports a change in the selling weather that has come almost overnight.

The advertising is a fooler. It has continued its warm, friendly tone and interesting propositions, but go into the store in Chicago and you will have a salesman say (when you can attract attention), "I can give you that one off the floor, but with this model it will take two or three weeks."

He is referring to name brands and uses this leverage to swing you to a private label which often can be had in all sizes for immediate delivery.

Terms continued elastic, with "no money down, two years to pay," dependent on the store's credit department O.K., right up to the imposition of new credit controls.

As Washington panicked the country with the war, people with money in their pockets swooped down to grab up the stuff they thought would be scarce, and the night crowds in the appliance departments were terrific. To anyone walking in there was plenty of evidence that it had turned into a sellers' market, with selling gone out the window.

Television has continued to be offered with a free demonstration in the home in the Middle West, no money down (if purchase includes service policy) and two years to pay.

Trade-Ins to Some. Trade-ins on refrigerators and washers were advertised but salesmen weren't too enthusiastic about accepting them, stating it would be up to the credit department to make terms. One department store offered \$15 for the old box contingent on the purchase of a special model refrigerator, which amounted to about five percent allowance on the purchase price.

(Continued on next page)

Every appliance dealer in America

has new customers and old customers
who will see OSTER advertising in...

**LIFE — SATURDAY EVENING POST
PARENTS'—GOOD HOUSEKEEPING
House & Garden—House Beautiful
Today's Woman—True—Today's Health
My Baby—Life & Health—Esquire
Bernarr MacFadden Health Review.**

YOU'LL DO BETTER WITH ALL

Oster
GUARANTEED QUALITY

ELECTRIC HOUSEWARES



OSTERIZER
Liquefier-Blender

Remarkable aid to better health, cheaper, more interesting meals. Easy-to-clean Leakproof container opens at both ends.

Retail prices... Enamel base \$34.95
Chrome base \$39.50



OSTERETT
Portable Mixer

Does every food mixing job easier, faster, better! 2 beaters. Lightweight, powerful, stores in small drawer space.

Retail price \$14.95



OSTER
Airjet Hair Dryer

Exclusive jet design dries hair faster. Controlled hot or cold air. Hold in hand or stand on table.

Retail price \$14.95



OSTER
Massage Instrument

World's finest instrument for real Swedish-type massage. Relaxes nerves, tones muscles, stimulates circulation.

Retail price \$24.50

JOHN OSTER MANUFACTURING CO., RACINE, WISCONSIN

THE NATIONAL APPLIANCE—RADIO—TV PICTURE

CONTINUED FROM PAGE 5

Another store offered a flat \$12 for the old box, regardless of the condition. Meter and bank plans continued to be advertised, but salesmen discouraged the use of them. No money down terms are offered, depending on whether credit controls would be clamped on by the government, in which case terms would have to be adjusted in accordance, it was stated.

With washers in many cases there had to be a check with the warehouse before the order was written up. A \$5 trade-in on the old washer was accepted only when the customer pointed out what the ad said. No selling is being done; "Better buy now, tomorrow it may be gone, it's scarce"—this is the only pitch of the salesman of today.

Somebody's Making Money. Some idea of the progress that has been made in this appliance industry is evidenced by the revelation made by W. A. Brees of Crosley at the firm's distributor convention in Chicago recently. In 1933, he said, Crosley produced 43,500 refrigerators; in 1936, 136,000; in 1941, 160,000; in 1947, 220,000; in 1949, 324,000, and in 1950 it looks like 500,000.

A publicity man for a laundry equipment manufacturer showed this reporter data to the effect that his firm did \$5 million worth of washer business in 1946; this year it will run around \$46 million.

New Radio Tactics. The radio business, which has an almost 100 percent saturated market, is turning to new tactics in selling. As long as the old table radio would give the ballgame score, people seemed to continue along with them and get them fixed. New technique is to obsolete the old set by styling. Numerous conventions all featured jewel box plastics in various gay colors and designs, seeking to make the customer discontented with his old radio. Mass displays, featuring color and unusual design, are going to sell small radios this fall. In fact, they will be expected to sell themselves.

Robert Galvin of Motorola, said recently there will be plenty of radios this fall. The war will eventually cut down a little of the production, but dealers need not fear a shortage.

Television in Chicago continues to get a slap on the wrist by the Chicago Better Business Bureau. So far in 1950 the Better Business Bureau has received 550 complaints from the public, 150 from dealers and manufacturers. They involve false advertising and unfair methods of competition.

Television Geroodle. Basically the customer complains of finding himself in the middle of a four-way merry-go-round, the retailer, the installation service organization and sometimes the finance company as well as the manufacturer.

After purchasing the TV set on the advertised representation of the manufacturer or retailer, customer is often told to look to a third source—an installation service organization—for fulfillment of advertised performance and operation.

The principal cause of complaints, says the Better Business Bureau, is the failure of the seller to make the buyer aware of all the costs involved.

Of course it must be remembered that most of the squealers are people who try to outsmart somebody in the purchase of their television and fall for "half the price" ads which outsmart them.

The corn popper in St. Louis is still staging a success as a tie-in with television. The white, fluffy kernels show up well on the screen from the standpoint of both action and appetite appeal. In St. Louis there is likely to be repeated this fall the offer of a corn popper to every player who makes a hit during the series between the Browns and the Cardinals.

There was very little stockpiling done by dealers in advance of this Korean war, it is now being revealed. Most of them were rocking along with the minimum amount of inventory when the thing struck. Typical was the attitude of dealers who came to the Music Merchants show ready to yell for lower prices on television and saw the market change almost before their eyes. It is, of course, a stampede which will run its course. Meanwhile, the stimulus is a certainty of 10 percent higher prices to the guy who comes late.

The South



By AMASA B. WINDHAM

THE savage flurry of buying which swept through the South in late July and August had subsided to a considerable extent as this report went into the typewriter. But as September rolled in, there was still plenty of evidence that war scare buying was not over, by any means.

For example, it was difficult to get a home freezer in Memphis, Birmingham, Atlanta, Houston or New Orleans. In each of these cities dealers reported that home freezer sales were at an all-time high and supply got shorter every day. Observers said that you could find many a freezer hidden away in garages and basements and one dealer declared that the prevailing idea among many buyers is that it

(Continued on page 10)

ANCHOR is your answer!

THE TV BOOSTERS FOR....

... faster profits
... better TV reception
... satisfied customers
... simple, easy installations
... fringe area TV sales

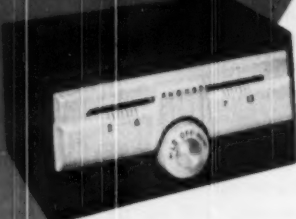


The Suburbanite

ANCHOR'S SINGLE-STAGE BOOSTER—Model ABC 101-71 will increase original TV signal strength 3 times and is especially recommended for low signal areas in or near cities where there may be any number of interference problems. Always consistently good reception up to 75 miles. **\$35.00 List Price.**

The Granger

The ANCHOR TWO-STAGE BOOSTER—Model ABC 101-100 increases original TV signal strength 8 times and is recommended for distant rural areas. Consistently good reception over 100 miles.



\$44.95 List Price.

TELL THIS STORY
TO YOUR
TV SERVICE MAN
OR YOUR
INSTALLATION AGENCY



BE SURE YOU KNOW
ALL THESE FACTS

Only ANCHOR can provide your customers with ALL of the most Ultra-Modern advantages for consistent, top-notch, long-range TV reception. Here's why!

- ANCHOR has the highest gain of any TWO-STAGE BOOSTER.
- ANCHOR has the highest Signal to Noise Ratio.
- ANCHOR is the only non-regenerative unit available. The unit that is not returned.
- ANCHOR'S Single Knob Construction is so convenient for Booster is turned on and can be switched and tuned all on the same knob.
- ANCHOR'S New and Revolutionary method of construction of the RF Stage (Pat. Pend.) is the only real engineering advance in Boosters in recent years.
- ANCHOR'S TWO-STAGE BOOSTER is modernly styled with streamlined plastic escutcheon, soft mahogany leatherette finish.
- IMPORTANT ANCHOR'S TWO-STAGE BOOSTER is often the answer to installation difficulties well within the normal TV areas where their New Single Stage Model fails to give complete satisfaction.

Expensive high towers—still unsatisfactory reception.

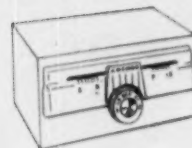
Hazardous installations subject to damage and repair.

Many trips to repair or maintain faulty installation.

Dissatisfied customer complaints costly.



SAME
\$
PROFIT



ONE SALE

ONE UNIT

ONE CALL

ONE satisfied customer.

If you are a dealer and have your own service men who make the installations on the TV sets you sell, it stands to reason that an installation of one of the many fine simple-to-install antennas, plus an ANCHOR BOOSTER will make a faster and more profitable installation for you, or your service agency, as well as a completely satisfied customer. REMEMBER, return calls due to dissatisfaction cost you money. **SERVICE MEN: take an ANCHOR BOOSTER with you on every installation.**

ORDER FROM YOUR JOBBER TODAY

ANCHOR RADIO CORP.

2215 SOUTH ST. LOUIS AVENUE * CHICAGO 23, ILLINOIS

ANCHOR ENGINEERING ALWAYS A YEAR AHEAD!



**"for my money, here's
the Automatic
Washer that
really SELLS!"**

Distributors—dealers—salesmen—and customers—who have seen the amazing new ABC-O-MATIC in operation, are unbelievably enthusiastic about its performance! *In fact, it's the talk of the industry!*

It's an astounding job! You'll agree instantly with our dealer-friend that "for your money," too, here's the automatic washer that really sells!

It **WASHES** better, because ABC's patented "Centric" Agitation gives it a new, better washing principle.

It **RINSES** better, because ABC's exclusive 3-step rinse, with scum-free overflow action flushes dirt away magically.

Has exclusive "SPIN-AIRE" drying.

It takes less **SERVICING** because it has far fewer moving parts, and they're simpler, heavier, longer-lasting.

**ABC-O-MATIC IS DESIGNED
BETTER AND BUILT BETTER!**

- Gearless Automatic Transmission
- Unique "Shampoo" Cleansing Action
- Handy Drain Pump
- Automatic Levelizer
- One-Dial Control
- Stops When Lid Is Lifted
- No-Stoop Top Loading
- Vibration-Free and Amazingly Quiet
- No Bolting Down

For further information, write

ALTORFER BROS. COMPANY

PEORIA, ILLINOIS

SPRAY AND DEEP POWER RINSE

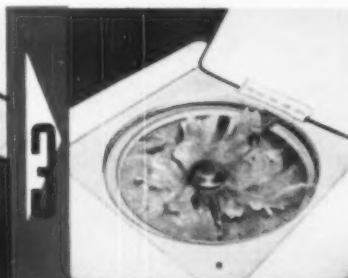
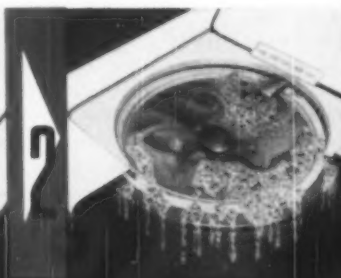
As tub fills with fresh water, agitator loosens all dirt from clothes. Swirling "Centric" Agitation really surges the dirt free!

EXCLUSIVE FLUSH-AWAY RINSE

After agitator stops, water flow continues, overflows the top of tub, floating dirt and scum to top and flushing it away.

SPLASH-AWAY POWER RINSE

With tub full of water, agitator splashes water up and out. Dirt never gets a chance to settle back—it must go out!



**REVOLUTIONARY
3 Step
Rinse**

ALL DONE WITH ONE TUB OF WATER!

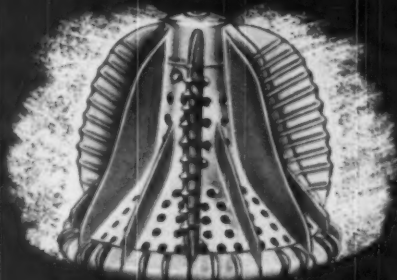
the New

ABC-O-Matic

REG. U.S. PAT. OFF.

COMPLETELY AUTOMATIC WASHING

Exclusive
PATENTED
"CENTRIC" AGITATION

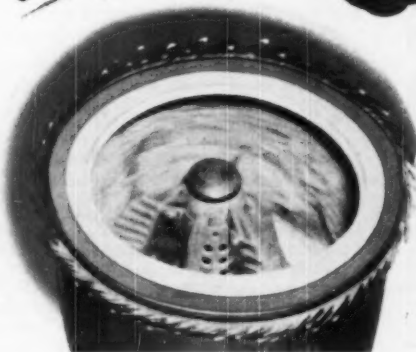


Unique rubber-finned agitator, instead of merely twisting, moves outward and inward with a pulsating action. Distributes clothes evenly—"shampoos" them for faster removal of soil. Forces suds through every stitch of fabric. Does NOT tangle or "ball" clothes. Easier on clothes—less lint.

America's Leader in Washers and Ironers
ABC

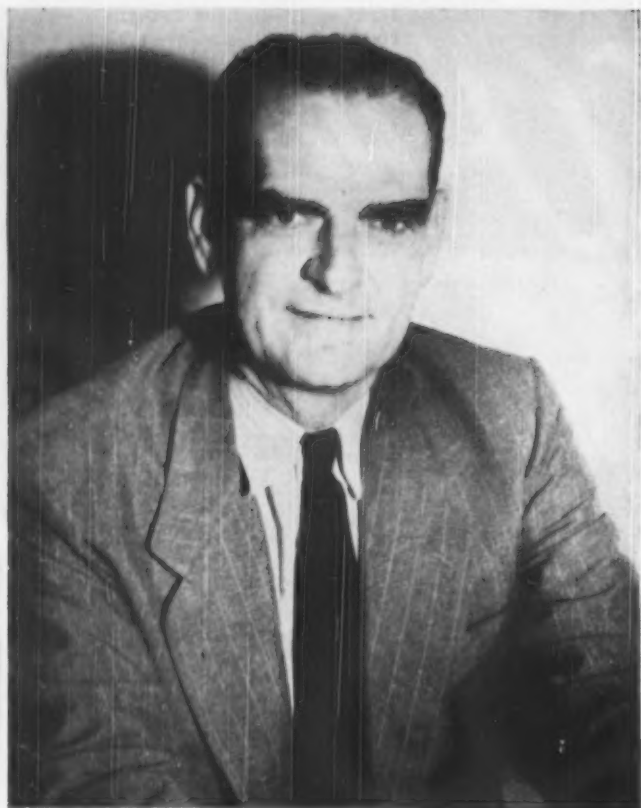
EXCLUSIVE
"SPIN-AIRE"
DRYING

A unique combination of air and centrifugal force removes all free water from the clothes. The absence of excessive speed in spinning prevents creasing of clothes, and damp-dries them soft and fluffy.



The Demand
FOR THE NEW ABC-O-MATIC
is Tremendous!

We are doing our utmost to make deliveries to dealers as rapidly as possible.

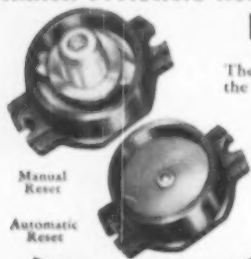


Commercial Service Manager Praises KLIXON Protection

YORK, PA.: William G. MacBride, Commercial Service Manager of the York Corp., was quick to give credit to Klixon Protectors for reducing their service problems.

"The application of a Klixon Inherent overheat protector to the solenoid valve in our ice cube machine has unquestionably reduced our service problems on this equipment. Our experience with Klixon Protectors on our hermetic refrigeration compressors has been outstandingly good, also. We think a lot of Klixon Protectors."

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts



The Klixon Protectors illustrated are built into the motor by the motor manufacturer. They keep motors in such equipment as refrigerators, oil burners, washing machines, etc. working by preventing the motors from burning out. Reduce service calls, minimize repairs and replacements by specifying that equipment has motors with Klixon Protectors.

SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2310 FOREST ST., ATTLEBORO, MASS.

KLIXON

THE NATIONAL APPLIANCE—RADIO—TV PICTURE

CONTINUED FROM PAGE 6

war shortages come again people want to stow away plenty of meat.

Refrigerators and automatic washers were the other appliances which purchasers were buying up, and allocations were put into effect on these items by name brand manufacturers in almost every area. Water heaters have not been generally allocated as this is written, but such a move may be in the cards for the near future. Shortages and allocations were put into effect on lesser known brands of merchandise, particularly freezers, washers, refrigerators and television sets.

Everything Sells. As far as can be ascertained, just about everything is selling, down south, at any rate. Radios, vacuum cleaners, ironers, dishwashers, disposal units and electric housewares moved across the counter steadily. Several dealers have pointed out that this buying boom is not due to the war alone but was in progress before the Korean explosion, and that even had there been no war, business would be excellent. A New Orleans wholesaler underscores this by referring to the cooperative home freezer campaign staged by New Orleans Public Service, Inc. This campaign ended on the day war started and it resulted in the sale of 600 home freezers, double the amount ever sold in a like period before.

News from Nashville also shows that at the end of the fiscal year, the sale of ranges, refrigerators, water heaters and home freezers was ahead of last year by almost 8,000 units. Still another convincing argument was pre-Korean war figures from Louisville, which showed that the sale of television sets was six times greater in July, 1950, than in July, 1949. So the ultimate conclusion is that war or no war, 1950 is the best appliance selling year in the South's history.

Undeniably, the Korean battle has helped radio sales immensely. People seem to want news hot off the griddle from the war fronts and it is the one thing which television can't supply. All makes and models of radio sets were moving along at a fine clip, from portables to console models.

On the other hand, television was still in short supply and in terrific demand. There seemed to be enough 16-inch screen models to fill the demand in some places, but nowhere could dealers get enough 12-, 14- and 17-inch screen sets. As this is written, the long awaited coaxial cable which connects the South with New York and the eastern centers has been completed and reaches as far south as Birmingham. The advent of "live" programs was a big incentive to sales, and dealers everywhere featured it in advertising and promotional efforts.

Promotions Slow Up. Incidentally, there has been a definite slow-up in promotions. With sales soaring, possibly utilities and distributors feel that heavy promotional activities are not necessary. Another obvious reason is that nobody knows which way the economic situation will jump or whether a spread in the

war is imminent. A careful newspaper reader may note also that retailers are quietly slowing down in their offers of trade-ins, long term payments and occasional discounts.

The manpower problem is more acute than ever. Many dealers have lost top salesmen through the draft, the call for reservists and enlistments, but some of them are trying to do something about it. One Jacksonville dealer told this reporter he has started training three men over 60 who, he believes, still possess substantial skill in the selling line. Another dealer, in Atlanta, has added two women to his sales staff and likes the result so well he plans to add only women whenever a replacement is needed. One or two other dealers in Georgia have been called to duty themselves and were forced to sell out.

The building boom and its attendant problems has shown no let-up. Down in Florida, construction is still running wild and something more than 2,500 new electric connections are being made in the Miami area alone every month. Alabama, Texas and the Carolinas are other states where construction is going forward at an enormous rate. This means a heavy demand for electrical appliances, kitchen equipment in particular. Retailers are still growling about the builder-manufacturer-distributor tie-up but the situation has not improved and the dealer still finds himself in competition with his own manufacturer, unless he is willing to grant builders 15 to 25 percent discount on refrigerators and ranges.

Most southern dealers are pretty confused about the future and just what the war situation has in store for them. They aren't alone—so are the experts. Just as in every other field, the Kremlin seems to hold the answer for the appliance business.

The Far West



By CLOTILDE G. TAYLOR

THE pre-war buying spree which flared up during July on the Pacific Coast had somewhat died down by the end of August, although the demand all along the line was still well above normal. Sales were kept up by unfilled July orders and at the same time leveled

(Continued on page 12)

Zenith's Great New "Cobra-Matic" Variable Speed Record Changer

the easiest operating
... simplest ...
all-speed automatic
record changer
ever invented!



plays any speed record now made or yet to come, 10 to 85 R.P.M.

• Now from Zenith—and Zenith alone—comes this spectacular, all-time answer to every record playing problem! The exciting, thrilling "Cobra-Matic" . . . first and only record changer that plays any speed record now made or yet to come . . . not only 33 1/3, 45, 78 . . . but any speed from 10 to 85 R. P. M.!

Now with the "Cobra-Matic" you can offer customers any Zenith® combination with *positive assurance* that a *new record speed will not make it obsolete*. Demonstrate the marvelous, unequalled tonal beauty of the new Super-Cobra Tone Arm . . . its glorious reproduction of records on a Radionic® Wave. Cash in on the amazing simplicity of the "Cobra-Matic's" *one dial for speed, one dial for size control*! Sell all your prospects on a record changer that is without equal or comparison in record playing history.

It's a great profit-making opportunity. So don't miss out. Talk . . . demonstrate—the "Cobra-Matic"—get set for a boom in phonograph sales with the Zenith "Cobra-Matic."

Only the "Cobra-Matic" has all this

- 1. Super-Cobra Tone Arm** Plays Every Record Size—7, 10, 12 inch . . . Every Record Speed From 10 to 85 R.P.M.!
- 2. Just Two Simple Controls . . .** Dial For Record Size . . . Dial For Record Speed . . . **PLAY!**
- 3. Reproduction On A Radionic Wave** For Truer, Richer Tonal Beauty . . . Practically Free Of Surface Noise!
- 4. No Needle To Change—No Extra Attachments To Adjust!**
- 5. Easier, Faster To Load—Just One Simple Spindle!**

Available now in a brand new line of
1951 Zenith consoles and table models of outstanding
beauty . . . quality . . . performance!

Zenith is No. 1 for '51!



Zenith Radio Corporation, Chicago 39, Illinois • Over 30 Years of "Know-How" In Radionics Exclusively • Also Makers of America's Finest Hearing Aids

Sell DEXTER

America's *Finest* Twin and Single Tub Washers

...and Your Profit
Column Will Show
the Difference!



LIFETIME
GUARANTEE
10 YEAR
REPLACEMENT
BOND
SERVICE-FREE
SUPER CENTURY
MECHANISM

BUILD AN EXCLUSIVE WASHER BUSINESS

Find out why DEXTER dealers are in the No. 1 position in sales and customer satisfaction. Yes—you'll quickly agree when you have the facts that the complete DEXTER line—exclusive Twin Tubs and exclusive Single Tubs—offers profit possibilities that are unequalled.

Write, wire or phone TODAY for complete details of the exclusive DEXTER franchise.



THE DEXTER CO. FAIRFIELD, IOWA

THE NATIONAL APPLIANCE—RADIO—TV PICTURE

CONTINUED FROM PAGE 10

off by short supply. Particularly short were ranges, favored makes of refrigerators and some laundry equipment, radio and inexpensive television sets.

Triple Volume. Records are beginning to come in from southern California which show that volume of business at the height of the buying was triple what might be normally expected. Hoping to discourage hoarders, one Pasadena dealer refused delivery of any appliance not for immediate use, announced that all prices for future delivery were subject to revision based on the market, and that down payments would not be refundable. His business was still double that of a year ago. San Diego figures for July show a 312 percent increase in the sale of TV receivers over 1949, 200 percent increase in freezer sales (last year was the big freezer promotion year), 152 percent in automatic washers, 443 percent in dryers, 130 percent in refrigerators, 75 percent in electric ranges. General business increase for Spokane electrical dealers was about 41 percent.

Promotions Resumed. Now "prompt delivery" signs are beginning to reappear in dealer windows and local advertising and promotions are being resumed. Certain southern California stores are again advertising meter-sale of refrigerators. Manufacturers' deliveries have been below normal in most lines and dealer demand has cleared out distributors' warehouses, which for the most part are remaining empty as buying continues above supply. Over the long run the public apprehension as to war effects on appliance production and price increases may be justified, but the fact remains that supplies are continuing, even though somewhat short, and the immediate effect of the scare buying has been to clear the market of prospects whose orders would normally have been spread over the next six months. Dealers are looking forward to a real job of selling later this fall.

There is some flotsam and jetsam from the flood. A few customers bought hastily and now wish to exchange or cancel because appliances do not fit the space available, or for some other reason. A few are trying to back out of signed contracts, but the continuing high demand makes these casualties unimportant. Dealers, however, have learned the importance of insisting that a full sales job be given customers, no matter what the urgency.

Los Angeles Encouraged. On the credit side of this interlude of buying is the wiping out of the television slump in Los Angeles and a surge of new hope among dealers there discouraged by discount competition. Cut-price ads are still appearing in local papers, however, and it appears that the shortages will have to become more acute before this type of selling disappears entirely. Several suits against major offenders are now in the courts.

Other Areas. Denver reports sales still somewhat above normal. Las

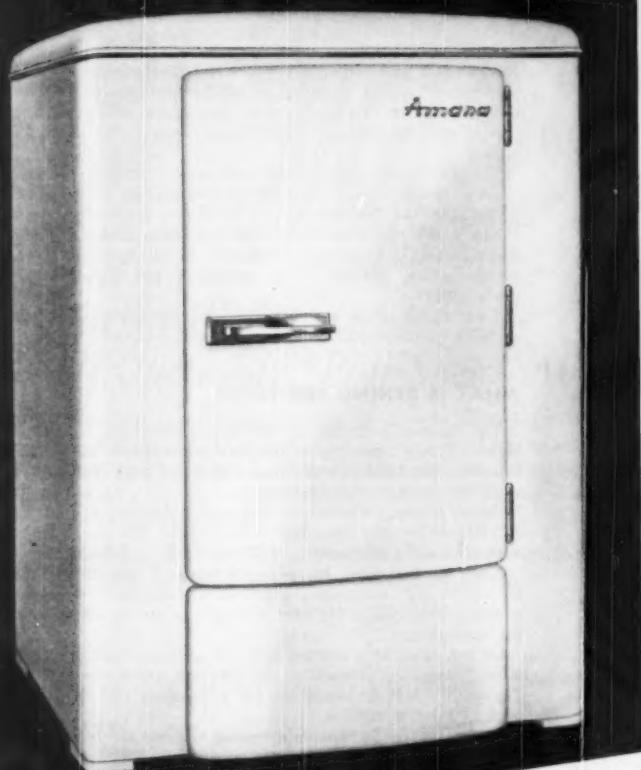
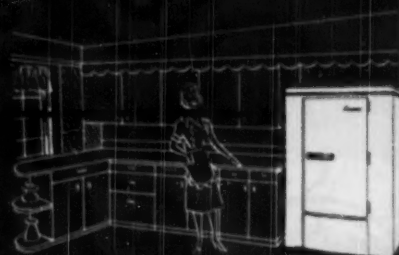
Vegas says there is some buying ahead for expected construction and some early Christmas shopping, but otherwise things are on an even keel. Honolulu staged its second market week during July, right in the midst of the Korean uncertainties. In spite of the recent experiences of the strike period and the still-remembered hardships of the Japanese war period, there was no "stampede" buying, although naturally enough some stores are building inventories above normal, "just in case."

Credit Jammed. Credit demands from the buying wave have swamped California banks, which have handled more consumer paper, as well as dealer-wholesaler transactions, than ever before in their history. Banks are discouraging "stock-piling" and although they allow dealers some leeway in buying, are not extending their "floor-plan" indefinitely. It is recognized that there probably is some credit control coming, but the West Coast hopes that it will be accomplished without any forewarning, for any pre-announcement would undoubtedly touch off another buying wave of those who hope to get in under the wire.

The Spokane dealer organization bulletin points out that the Korean buying spree at least served to offset the predicted cautious buying on the part of those who were waiting until they saw whether or not excise taxes were to be removed in the fall.

Television Confident. The television industry all along the Coast looks to the fall with some confidence. Both college and professional football are to be televised. Reluctance of the authorities to endanger attendance has been met by attendance guarantees. Radio and television dealers are devoting some thought to helping build game attendance in order to minimize any loss from this source. Hoffman has given a straight guarantee on college football: the professional games are jointly guaranteed by Admiral and the TV station on a "total take" basis, with the arrangement that a larger attendance means a lesser payment. If the top attendance figure is met, the entertainment on television is practically "for free". The long awaited Los Angeles-San Francisco micro wave relay tie-in over P. T. & T. lines went through in September. How much it will be used, however, will be governed by the probable charge of more than \$1,000 for a half hour's use. All three San Francisco stations are to go on a seven-day program schedule soon. San Francisco July sales of TV were 55 percent above those of June and well above the high record of last December. TV buying in Los Angeles shows a trend toward larger picture sizes. The 16-in. screen had succeeded the 12½-in. in popularity. Considerable interest is being shown in cabinet styling and improved tone. Over 42,000 sets were sold in the L. A. area in July; Los Angeles County, with 87 percent of the 642,897 total, now has one set to every 2.4 families. *End*

The Shortest Distance Between These Two Points is the **Amana** Line



MODEL 18
18 cu. ft. cap.



Amana, the name people know and trust, has a strategic advertising and merchandising program that really does a job of education and promotion for you!

America's Finest Freezer, with the Greatest Selling Features in the Industry!

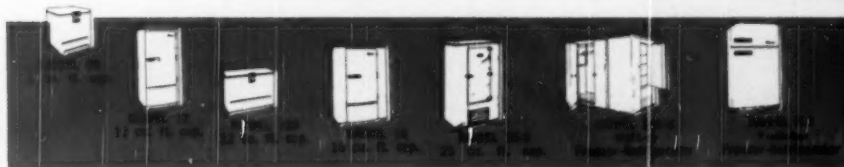
AMANA fits every family's needs and preferences! Sizes from 6 to 30 cu. ft., chest or upright styles.

AMANA UPRIGHTS afford unequalled freezing speed and unmatched freezing capacity! Every horizontal plate shelf is a sharp freezing surface, and even the ceiling and floor of the liner are refrigerated. Food is never more than a few inches from a refrigerated surface. Four-way partitioning of the interior brings all food within easy reach. "See-level" visibility does away with stooping, groping and disarranging of packages. A minimum of floor space is required.

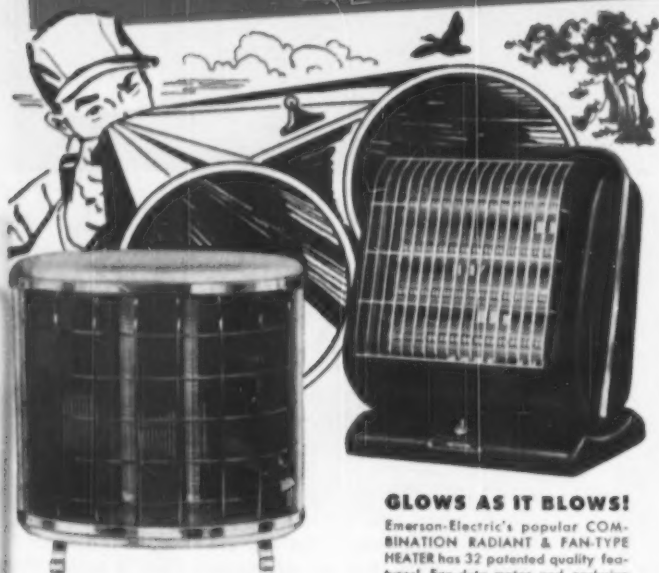
AMANA CHESTS are lower in cost and offer convenient work space at table-top height, preferred by many customers. These superb models feature the famous Amana "Zero Wall"—handy baskets and dividers—fully insulated, counter-balanced lids.

ALL AMANA FOOD FREEZERS are masterpieces of design and operating efficiency. They are constructed by experts in the field of low-temperature refrigeration . . . men with a traditional background of fine craftsmanship.

AMANA FREEZERS are renowned for their superior features—hand-packed Fiberglas insulation—bonded all-steel construction—trouble-free condensing units sealed in life-time supply of oil — five year warranties plus 5-year food protection plan!



AIM NOW... for bigger profits with EMERSON-ELECTRIC'S NEW **DOUBLE-BARRELED HEATER LINE**



BRAND NEW FOR '50!

...a great new Emerson-Electric portable RADIANT HEATER... built to Emerson's exacting top-quality standards... designed to offer your customers plenty of quick, wide-angle, radiant heating comfort, at moderate cost.
Retail price,

\$15.95

2 GREAT MODELS... EACH IN 2 POPULAR COLORS!

Backed by the Famous 5-Year Guarantee

There's no limit to the heater profits you can bag this Fall! Here's a complete line—an answer for every customer use—loaded into two fast-moving models! Both are available in new smooth baked metal enamel finish in bronze or lustrous ivory enamel finish.

And both carry the famous sales-clinching Emerson-Electric 5-Year Factory-to-User Guarantee!

Stock up now... contact your Emerson-Electric Wholesaler, or write for new Catalog and Sales Help Folder No. 803.

The Emerson Electric Mfg. Co., St. Louis 21, Mo.

EMERSON ELECTRIC
MOTORS • FANS APPLIANCES

The Emerson Electric Mfg. Co.,
St. Louis 21, Mo.

Without obligation, please send me your new Catalog and Sales Help Folder No. 803, giving complete information about your expanded portable heater line for 1950.

Firm Name _____
(Please print)

Attention: Mr. _____

Address _____

City _____ Zone _____ State _____

GLOWS AS IT BLOWS!

Emerson-Electric's popular COMBINATION RADIANT & FAN-TYPE HEATER has 32 patented quality features! Fan-duty motor and exclusive individual Heatray-Reflectors combine penetrating fan-forced heat with a warm, cheerful hearthside glow.
Retail price,

\$24.95

Prices include Federal Excise Tax



WASHINGTON CURRENTS

By Washington News Bureau, McGraw-Hill Publishing Co.

FARMER BECOMES HOTTER PROSPECT

The Korean war has given a new boost to sagging farm prosperity.

Crop prices were heading downward. Now, they're heading up.

The attack on price support legislation as a "raid on the Treasury" is forgotten. The Department of Agriculture quietly propped the price support on wheat at 90 percent of parity instead of letting it drop to 85 percent, and no peep of criticism was heard.

The dark clouds hanging over the farmer's prosperity have magically cleared away—and farm politicians in Washington are breathing easier. The "little bit of inflation" that set in beginning June 26 has had a more dramatic impact on the farmer than almost any other economic group.

The Bureau of Agricultural Economics put out a special issue of its "Agricultural Situation" to rough out what the new outlook means. In substance, it means an increase of about \$1.4-billion in the farmers' 1950 net income. That's a rise of about 12% from BAE's earlier forecasts for 1950.

The figures show just how much better a customer the farmer will be—both for farm supplies and for consumer goods. Pre-Korea, the forecasts figured the farmers' "cash receipts from farm marketings" would be down to \$25.2-billion from 1949's \$28-billion, or about 10 percent. Now, they figure 1950 gross for the farmer will be within two percent of last year, or about \$27.5-billion.

The net income figures are even more dramatic, because in times of inflation the price of farm commodities always goes up faster than the farmer's costs. Pre-Korea predictions put the farmer's 1950 net down to \$11.6-billion from 1949's \$14-billion. The \$2.4-billion drop was attributable to two factors: cutbacks in production, brought on by surpluses, and higher costs of production.

Now, higher prices are recovering for the farmer about 60% of the anticipated \$2.4-billion drop from last year.

WHAT IS BEHIND THE BOOM

The defense program is snowballing, becoming bigger and bigger. It might possibly be trimmed—after Korea and if Russia behaves. But officials insist now that a cut isn't likely. A few statistics, to help on perspective:

Before Korea, we were spending about \$15-billion for defense—\$13-billion for our own forces, \$1.2-billion for our allies and \$700-million for stockpiling.

Now, we are going to spend upwards of \$30-billion—\$10.5-billion for our armed forces, \$4-billion additional for more aid to allies, \$900-million for navy aircraft and an extra \$600-million for stockpiling.

On top of all this, another \$10-to-\$15-billion military program is in the making. It will go to Congress either this fall or in January. That's on top of the \$30-billion plus scheduled for the next 12 months.

In the future, we will be spending at least \$25-to-\$30 billion yearly to keep defenses up—that is certain.

The immediate increase comes to at least \$16-billion. That's a big order in an already tight economy, especially when over half of it is for "hardware"—planes, tanks, guns, etc., which lap up metals.

Arms production will be expanded rapidly—"as fast as we can do it, without creating unemployment and waste which would go with a sudden, all-out war effort." Actual cash spending won't show a big rise in the next 12 months. But most of the extra money will be committed, and contractors' ordering will put pressure on materials and prices.

The defense "boom" will run two to three years, assuming no big war.

Truman's military and economic advisers figure it will take that long for production to expand enough to supply the EXTRA for arms and at the same time fill all the demands of a rising economy—that long for the economy to become comfortable again.

The plan is to keep controls on for the duration of the boom. The earliest date to expect a "free economy" again, barring an unexpected settlement of U. S.-Russian relations, is 1952. Truman probably will be running for reelection then, and you recall that he lost Congress in 1946, when he held onto wartime controls after popular support had died.

(Continued on page 16)



Norge Refrigeration Plant, Muskegon Heights, Mich.



Norge Service Dept. Plant, Muskegon, Michigan.

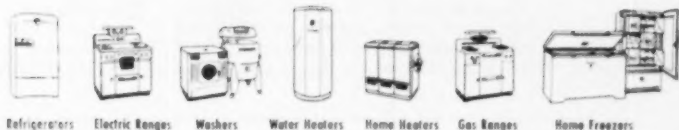
VAST is the word for NORGE

Five Great Plants...

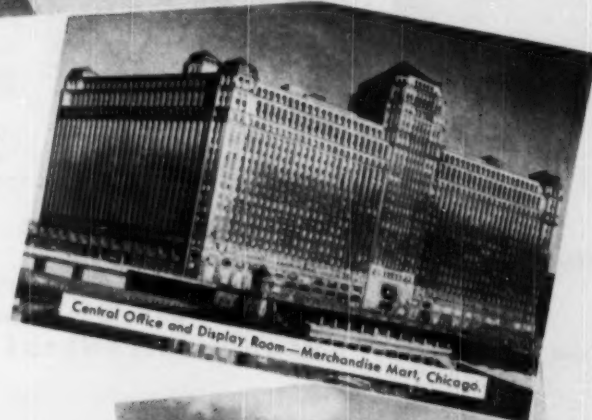
All Operating "Full Speed Ahead"

With five tremendous plants, and central showrooms in Chicago's Merchandise Mart and American Furniture Mart—"crossroads of America"—Norge, day after day, pours thousands upon thousands of high quality appliances into the nation's supply lines. The Norge dealer is reaping the benefits today... as he will tomorrow.

NORGE DIVISION, Borg-Warner Corporation
Merchandise Mart Plaza, Chicago 54, Illinois



Refrigerators Electric Ranges Washers Water Heaters Home Heaters Gas Ranges Home Freezers



Central Office and Display Room—Merchandise Mart, Chicago.



Display Room, American Furniture Mart, Chicago, Ill.

NORGE

A Great American Industry



CHATTANOOGA PLANT NORGE DIVISION-BORG-WARNER
Norge Compressor Plant, Chattanooga, Tenn.



NORGE HOME LAUNDRY EQUIPMENT PLANT
Norge Conventional and Automatic Washer Plant, Herrin, Ill.



Norge Gas and Electric Range Plant, Effingham, Ill.



By line Model 100
(3 speed control)
with full set of
attachments
\$59.95*

MODEL 125
(single speed)
including 3 attach-
ments, sells for
\$49.95*

MODEL 200
(3-speed control)
with full set
of attachments,
sells for
\$69.95*

MODEL 301
(single speed)
including attach-
ments shown,
sells for
\$49.95*



*Slightly more cost
of floor

CADILLAC
Revolving Brush and Cylinder
VACUUM CLEANERS

The woods are full of pre-sold
"Santas" — gift-minded shoppers
who have read about Cadillac in
leading national magazines.



Bring this Santa Claus trade
into your store for

Cadillac
VACUUM CLEANERS!

It's easy, because hundreds
of shoppers right in your
own trading area* have
read about Cadillac's fast,
thorough cleaning . . . are
ready now to buy Cadillac
cleaners for themselves and
for gift giving.

Cash in on this built-up
consumer acceptance. Feature
Cadillac cylinder and
upright models prominently
in your window and floor
displays. Demonstrate 'em
and you'll sell 'em—
quickly and profitably.

Remember... You make more
profit per unit selling
the "dirt-hungry" four. Write
for complete information about the
Cadillac line—today.

CLEMENTS MFG. CO.

Dept. A, 6666 S. Narragansett Ave., Chicago 38, Ill.

*Ask for circulation
breakdown showing
coverage of Cadillac
national advertising
in your community.

Sold only by reliable dealers and distributors.

WASHINGTON CURRENTS

CONTINUED FROM PAGE 10

FTC ON DISCOUNTS TO CHAINS, MAIL HOUSES

Manufacturers who sell both advertised and private brands have gotten a fresh reminder from the Federal Trade Commission of the pitfalls they may run into in figuring price discounts.

In a decision against U. S. Rubber, the Commission again pointed up the important point sellers have to remember:

Special discounts are apt to be illegal—even though retailers market the product under their private brand, or one of the producer's unadvertised brands.

Reason: the Robinson-Patman anti-price discrimination law says sellers can't discriminate in price on goods of "like grade and quality." If the private brand or unbranded item is in fact the same "grade and quality" as the advertised brand, it's the same product in the eyes of the law—and FTC. And sellers can be charged with price discrimination if they give special customers a price break on private brands or unadvertised brands.

The law itself—and FTC's enforcement—is complicated. It's a maze of legal logic and language that's apt to be Greek to most businessmen. Hence, the importance of figuring out just what FTC is about when a case having fairly broad application to distribution comes along.

The Commission's order against U. S. Rubber for its discount practices results from a complaint issued back in 1943. The charge: there were price discriminations involved in the varying discounts and prices U. S. Rubber charged several classes of customers for waterproof footwear (rubbers, galoshes, etc.) and canvas footwear (boys' sneakers, women's sportshoes, etc.).

The order FTC has now handed down didn't ban all variations in discounts—didn't order the company to sell everyone at the same price.

U. S. Rubber was able to make use of a proviso in the Robinson-Patman Act—the one that permits a seller to justify differences in price if he can show that they were based on lower costs of manufacture, sale, and delivery. FTC found "that cost differences justified the lower prices granted national chains and mail order houses on private brand footwear," as compared with the higher prices charged other retailers. These discounts amounted to about 18 percent off list—and U. S. Rubber showed cost savings in that amount. Sales were handled through the "wholesale division" at the factory, no advertising was involved, and the cost of getting the business and delivering the goods was lower by that much.

However, Federal Trade found the varying discounts given local chains and individual retailers on both advertised and unadvertised goods weren't justified by differences in cost. While some price differences amount to as much as 10 cents on the dollar, cost differences were less. Result: the price differential was larger than the cost differential. This is a violation of the law.

In other words, it's okay for a seller to cut his price to big customers. But if smaller customers are apt to complain about this, he has to be prepared to show Federal Trade that his lower price is roughly identical to the savings involved in dealing with big volume buyers. If the price reduction is as much as 2% greater than the cost savings he can show, he is operating in dangerous territory.

End



This Fall--it's the TOASTMASTER "Family of Five!"



TOASTMASTER Automatic Pop-Up Toaster

- Sell it with confidence—many are still serving faithfully after 20 years!
- Makes perfect toast every time—light, dark, or in-between.
- Completely automatic. Extra-thick chromium finish is easy to keep clean.
- Handles fit the finger tips. Safe, sure-grip, always cool.
- Crumb tray opens at the push of a button for easy cleaning.



TOASTMASTER Automatic Waffle Baker

- Grids treated with "Sillect"—a special treatment that stops waffle sticking. No oiling, no scraping grids.
- Automatic pilot light goes "on" and glows while waffle bakes; goes "off" to signal when waffle is done.
- Interlocking grids seal in batter, limit overflow.
- Temperature adjustment for light, medium, or dark waffles.
- Safe, cool handles are comfortable—even when baker is hot.

Know all FIVE

TOASTMASTER
AUTOMATIC APPLIANCES

and you'll Sell all FIVE!

*TOASTMASTER, "HOSPITALITY," "TOAST 'N JAM," and "SILLECT" are trademarks of McGraw Electric Company, makers of "Toastmaster" Toaster, "Toastmaster" Electric Waffle Baker, and other "Toastmaster" Products. Copyright 1950, TOASTMASTER PRODUCTS DIVISION, McGraw Electric Company, Elgin, Ill.



New TOASTMASTER "Toast 'n Jam" Set

- Ideal for breakfast use. Has strong child-appeal. A snack-time favorite with elders, too.
- Hand-rubbed walnut veneer tray is inlaid with rich simulated leather. Resistant to fruit acids, alkalis, alcohol.
- Jam jar and toast plate of fine Franciscan Ware in stunning bright yellow and leaf green.
- Famous "Toastmaster" Toaster completes this quality combination.
- All parts of this set have many extra uses that make it easy to sell. Tray is always handy for refreshments. Pottery has numerous table uses.

TOASTMASTER "Hospitality" Set

- For parties that almost give themselves! An ideal gift for every occasion.
- Walnut veneer tray inlaid with simulated leather doubles as beverage server, has resistant finish.
- Four party plates of Viking crystal glassware make a smart luncheon set.
- Three matching relish dishes have extra table uses as butter plates, fruit dishes.
- "Toastmaster" Toaster, America's favorite, included in this handsome, high-profit ensemble.



TOASTMASTER Waffle Service

- Perfect gift for round-the-clock home entertaining.
- Batter bowl and syrup pitcher in sprout-green Franciscan Ware have countless extra uses.
- Chromium-plated ladle measures out exactly one waffle.
- Hand-rubbed tray in walnut veneer is always in demand, for serving guests and family, too.
- "Toastmaster" Waffle Baker—with "Sillect"-treated grids—completes this gift-item natural.



LEWYT



**LEWYT'S EXCLUSIVE NEW
NO. 101 COMBINATION RUG NOZZLE**

**ADJUSTS
ITSELF
TO RUG!**

**IT'S A
VACUUM CLEANER!**

**IT'S A
CARPET SWEEPER!**

CLEANS ITSELF!

EMPTIES ITSELF!

**HIGH-SUCTION WITH
REVOLVING BRUSH!**

* OPTIONAL EQUIPMENT. The Lewyt Vacuum Cleaner may still be purchased with the world famous No. 80 Rug Nozzle . . . which we consider to be the finest single purpose rug nozzle ever manufactured!

presents... **The**
Appliance Invention
of the Year! *

The world's first and only
 combination VACUUM-CLEANER-
 CARPET SWEEPER rug nozzle!

Look! Attached to
 the Lewyt, it's a
VACUUM CLEANER!



Presto!
 simply detach
 the HOSE and...



Change-O!
 by itself it's a
CARPET SWEEPER!

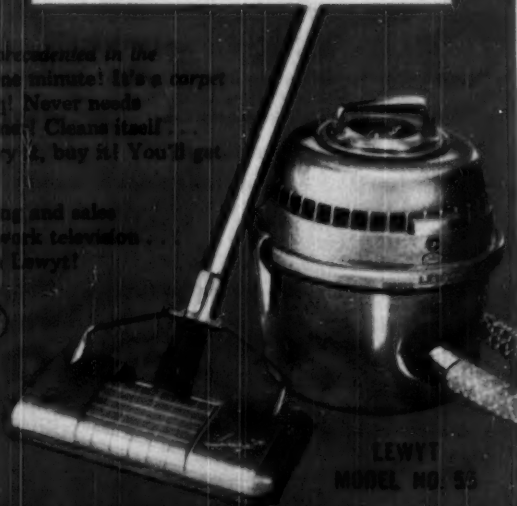


With this startling new invention, Lewyt dealers now have a sales advantage unprecedented in the vacuum cleaner field! There's never been anything like it! It's a vacuum cleaner one minute! It's a carpet sweeper the next! The world's first high-suction rug nozzle with a revolving brush! Never needs emptying! Suction empties it automatically each time it's used as a vacuum cleaner! Cleans itself... adjusts itself to any rug—all automatically! Every woman will want to see it, try it, buy it! You'll get store traffic and sales excitement as never before generated by any cleaner.

And as you've come to expect from Lewyt, it's backed by the greatest advertising and sales promotion push in cleaner history! National magazines... newspapers... network television... radio... billboards... direct mail... movie shorts! Tie-in, cut-in—do it with Lewyt!

DO IT with LEWYT

PLUS the easiest to empty • the "boost-in" • all-glass • no dust • all-glass filter system • new "brushster" • 15 light, easy-to-use attachments that don't scratch... spray paint... sweep bare floors... brighten drapes... clean upholstery... even drapes closely • space-saving storage



LEWYT
 MODEL NO. 33

LEWYT CORPORATION • VACUUM CLEANER DIVISION, DEPT. 10 • 76 BROADWAY, BROOKLYN 11, N. Y.

ELECTRICAL MERCHANDISING—OCTOBER, 1950

PAGE 19



Get a better day's work out of your Truck Dollar

CHEVROLET TRUCKS



You invest money in a truck to *get work done*. And you can prove to your own satisfaction that a Chevrolet truck does more work for every dollar you put into it.

You get *more for your money* right from the start, because your Chevrolet truck is priced at rock bottom. Chevrolet volume production—far and away the biggest in the truck field—makes possible extra features and extra engineering advantages at lowest cost.

You get *more for your money* every driving mile, because Chevrolet trucks are economical to operate. The top-rated efficiency of Chevrolet Valve-in-Head engine design saves money on gas and oil day in, day out.

You get *more for your money* right through the years, because your Chevrolet truck cuts upkeep to the bone. Hypoid rear axles, diaphragm spring clutch, ball-type steering and many other great truck features help keep your truck on the job and out of the shop.

Get the full "more-work-per-dollar" story from your Chevrolet dealer—and get America's biggest selling, best performing truck: Chevrolet.

CHEVROLET MOTOR DIVISION, General Motors Corporation
DETROIT 2, MICHIGAN

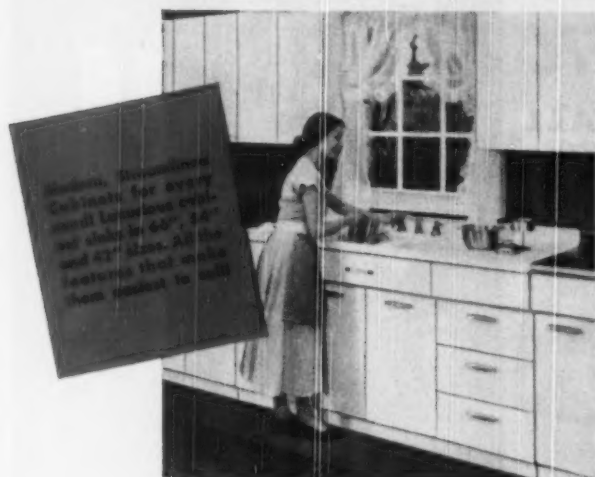
These Great Features Help Tell Why CHEVROLET TRUCKS ARE THE FIRST CHOICE OF TRUCK BUYERS EVERYWHERE

TWO GREAT VALVE-IN-HEAD ENGINES: the new Loadmaster and the improved Thriftmaster—to give you greater power per gallon, lower cost per load • THE NEW POWER-JET CARBURETOR: smoother, quicker acceleration response • DIAPHRAGM SPRING CLUTCH for easy-action engagement • SYNCHRO-MESH TRANSMISSIONS for fast, smooth shifting • HYPOID REAR AXLES—5 times more durable than spiral bevel type • DOUBLE-ARTICULATED BRAKES—for complete driver control • WIDE-BASE WHEELS for increased tire mileage • ADVANCE-DESIGN STYLING with the "Cab that breathes" • BALL-TYPE STEERING for easier handling • UNIT-DESIGN BODIES—precision built.

MURRAY

MEANS BUSINESS!

-for you! New Features... New Beauty... New Profits!



Modern, Streamlined Cabinets for every small kitchen—available in 40", 42" and 44" sizes. All the features that make them resistant to rust.



Wonderful Electric Ranges... See models in all... from 18" wide, one 20" and one 24". All with extra-large ovens. Ranges for every kitchen, large, medium, or small.



Beautiful Gas Ranges, in the same line as Electric Ranges. Styled for easier cleaning. Fast cooking. Choice of separate or grouped burners for extra convenience.

MURRAY

MATCHED STEEL KITCHENS

- Welded Construction for lifetime service!
- Silent Brass Runs for all drawers!
- Sound-deadened construction in doors for silent operation!
- Rounded Edges; everything smooth to the touch!
- Durable Hinges and dependable spring-action catches!
- Recesses for comfortable toe and knee space!
- Adjustable Shelves!
- Concealed Hand Grip on all wall cabinets!
- Wearproof, stainproof Vinyl tops on all floor cabinets!
- Hi-baked enamel on all cabinets!
- Acid and Stain Resistant Porcelain on all steel sinks!
- Fluorescent Lighting provision under all wall cabinets!

MURRAY

HIGH-SPEED ELECTRIC RANGES

- Completely Automatic Cooking... oven, 6-quart deep well cooker, and appliance outlet all automatically timed! Interval timer.
- Big Deep Well Cooker, holds a full 6 quarts; 7-heat burner on the bottom can be raised to form fourth surface unit!
- Giant Oven...fully porcelain enameled, rounded corners—so easy to clean. 17" x 18" x 20" size for ample space.
- Non-Steam Oven Door, always clear-vue. And entire range is Fiberglass insulated for greater efficiency, cooler kitchen.
- Automatic Oven Thermostat. Signal lights when baking, broiling, or surface units are on! Fluorescent range lamp.

MURRAY

STREAMLINED GAS RANGES

- Giant Oven, 18" x 15" x 20", fully porcelain enameled, rounded easily-cleaned corners. Non-steaming clear-vue window.
- One-Piece Seamless Top, no separate burner bowls with dirt-catching seams. One smooth, easy-to-clean top.
- "Waterfall" Front, no seam at front top of range! No grease collecting!
- Titanium Porcelain enamel on welded steel—always sparkling white.
- Electric Clock—with interval timer, that times up to 4 hours.
- Giant Broiler with slide-out smokeless pan and grid. Range fully Fiberglass insulated for greater efficiency.



HERE'S THE FIRST of the distinctive 4-color Murray ads which will be read by millions coast to coast in these leading publications.



**SALES ARE
TERRIFIC
WITH THE ALL
NEW LINE OF**

R.O.P. BEN-HUR

America's Finest

FARM & HOME FREEZERS

**BEN-HUR R.O.P.* gives you
that extra value that moves
more freezers off your floor**



The BEN-HUR R. O. P.* Tag on every freezer in the great new line is only part of the all-out merchandising BEN-HUR gives you to move freezers, write a record year in freezer sales.

And BEN-HUR R. O. P.* insures your profits, assures your customers of years of trouble-free performance. Your profits won't be dribbled away through expensive service calls.

Have your BEN-HUR distributor give you the complete sales story on the new BEN-HUR line that features four great models, one to meet the needs of every family; more food storage space in less floor area; plus many other outstanding BEN-HUR values. Or write today for further information.

*Record of Performance.

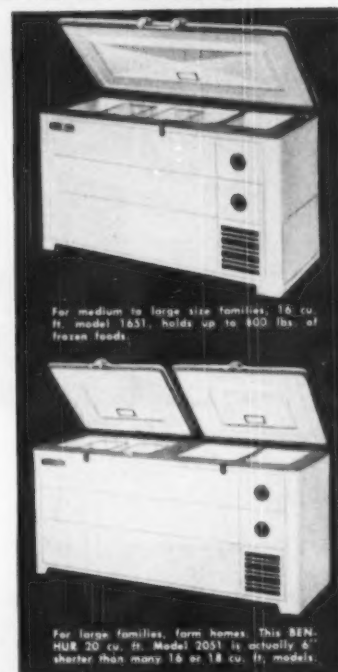
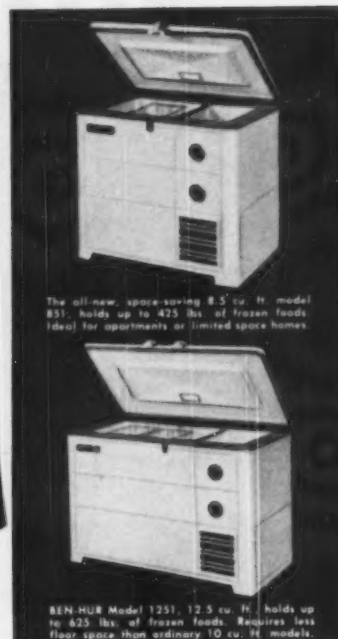


BEN-HUR MFG. CO.

DEPT. EM, 634 EAST KEEFE AVENUE
MILWAUKEE 12, WISCONSIN

BEN-HUR FARM and HOME FREEZERS

MAILED FROM COAST TO COAST FOR TROUBLE-FREE PERFORMANCE BY LEADING INDEPENDENT DISTRIBUTORS AND DEALERS



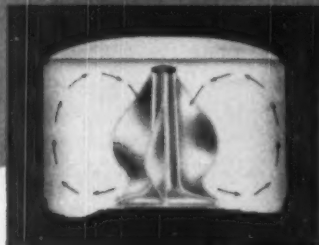
THIS INSIDE STORY INSURES YOUR FUTURE



UNIFORM WASHING ACTION
IN THIS TUB—
THE TUB

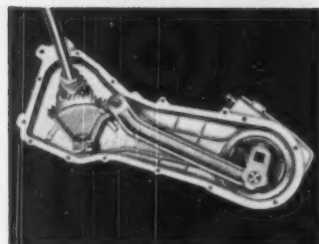
TRIPLE FLEX SPIRAL AGITATOR

Scientifically spiralled fins all the way up the center post wash ALL the clothes ALL the time. Faster—safer on clothes.



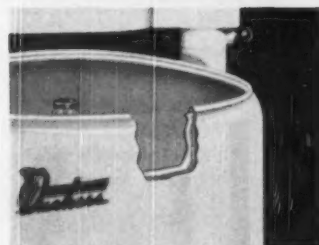
STRAIGHT SIDE WIDE BOTTOM TUB

This big, spacious tub provides greater load capacity and a free-rolling space for thorough, gentle washing action.



SILENT BALL BEAR- ING TRANSMISSION

Rugged, powerful, quiet—the heart of the machine and a big reason for Duchess popularity. Sealed in oil for life.



DOUBLE WALL HOLD-HEAT JACKET

Keeps water hot longer. Hi-Bake gleaming white enamel finish. Hard, durable, beautiful. Wipes clean with a damp cloth.



Dependable, long-lived service—like the Duchess provides—earns a premium of good will. Duchess exclusive features and construction sell fast and make fast friends for you. A lifetime guarantee from the world's largest manufacturer concentrating sales and production exclusively on wringer-type washers is positive assurance of *lasting* satisfaction. A Duchess sale now sells YOU to that customer for other appliance sales later.

APPLIANCE MANUFACTURING CO. • ALLIANCE, OHIO



Complete Step-up
Line with Low
End Leader.
Extremely
Competitive
at Every Step.

ALREADY PRE-SOLD FOR YOU!

Get a running start by featuring **COMPANION**-advertised goods. Check below the Electrical Products that you carry — then cash in on the **COMPANION'S** No. 1 editorial boost!

Admiral Electric Range
Bendix Home Laundry
Cadillac Vacuum
Cleaner
Domestic Sewmachines
Farberware Automatic
Percolator Robots
Frigidaire
Frigidaire Automatic
Washer
Frigidaire Electric
Ranges
General Electric Irons
General Electric Steam
& Dry Iron
General Electric
Washers & Ironers
General Mills
Tru-Heat Iron
Maytag Washers,
Ironers, Ranges &
Freezers
Necchi Sewing
Machines
Perfection Electric
Range
Philco Home Freezer
Presto Vapor-Steam
Iron
Speed Queen Washers
& Ironers
Sunbeam Coffeemaster
Sunbeam Ironmaster
Sunbeam Mixmaster
Universal Stroke-Sav-
er Iron
Westinghouse
Frost-Free
Refrigerator
Westinghouse
Roaster-Oven
Westinghouse
Speed-Electric Range
White Sewing Machines
Youngstown Kitchens
Automatic
Dishwasher
Youngstown Kitchens
Electric Sink



Women Use the Companion ...and you can too!

For sure-fire autumn selling power! Three exciting articles in the October **COMPANION** ideally suited for counter and window display!

- ✓ "Choosing an Automatic Washer" — spotlights automatic washers with ten questions to be considered before buying and the answers to all!
- ✓ "Sewing Know-how" — the electric sewing machine comes to the fore with dressmaking secrets that ensure perfect results!
- ✓ "Rich Walnut Roll" — in the Picture **COMPANION**, how to make this party special with an electric mixer!
- ✓ Yes, for more sales to more women always display merchandise advertised in the **COMPANION** (listed at right).

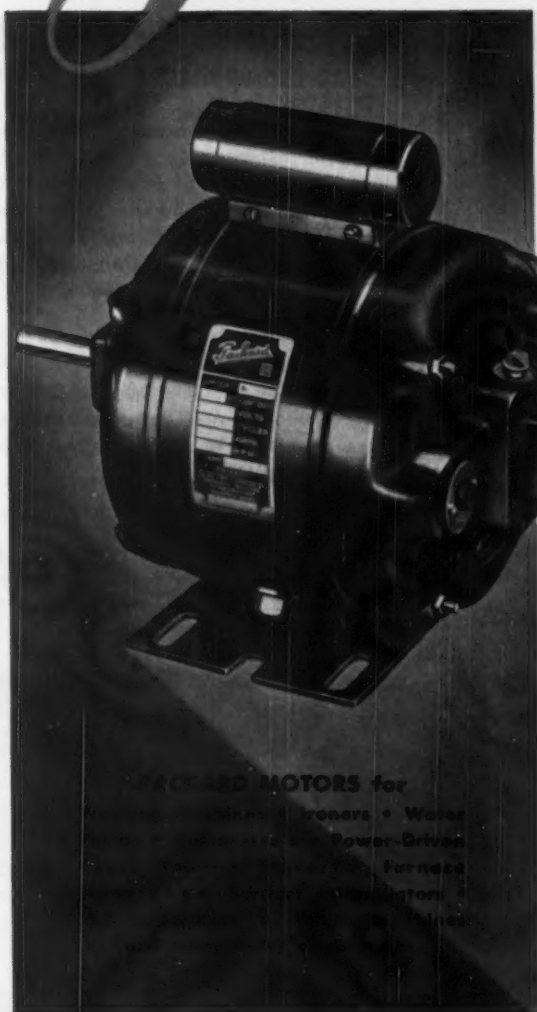
Home **COMPANION**

Average Circulation:
More than 4,000,000

P

erfect for your purpose...

PACKARD fractional horsepower MOTORS



Packard motors are the answer to your fractional horsepower motor requirements. Their recognized dependability and efficiency, plus rugged design and outstanding uniform quality will increase the prestige and trade acceptance of your products.

Packard motors are mass-produced by specialists who have built fractional horsepower motors *exclusively* for the past 33 years. Today our enlarged plant facilities and all of our engineering and manufacturing experience continue to be concentrated in this single field.

Profit now from this singleness of purpose. Remember, for superior performance, for quick service and complete satisfaction, specify Packard motors . . . the perfect answer to your fractional horsepower needs.



Packard
TRADE MARK

Packard Electric Division, General Motors Corporation,
Warren, Ohio

DEPENDABLE APPLIANCE MOTORS
FOR THIRTY-THREE YEARS

More and More Dealers SIGN **Deepfreeze** FRANCHISES!



**You'll want these selling advantages
in the appliance line you sell!**

- 1.** Consumer recognition and respect of "Deepfreeze"—one of the most famous names in the appliance industry! This name won consumer confidence through home freezer fame. It is winning even greater acceptance with high quality and top performance in three new appliances—Deepfreeze Refrigerators, Deepfreeze Electric Ranges and Deepfreeze Electric Water Heaters.
- 2.** Deepfreeze is rapidly becoming the specialist in the four great appliance lines it now offers Deepfreeze dealers. Record sales for 1950 prove it! American home-makers find exclusive features they want most in new improved models. There are Deepfreeze models in every line—to fit every family's needs.

3. Deepfreeze appliance advertising in leading national magazines is one of the industry's greatest campaigns! 68,000,000 sales messages are at work in full page and half page ads—in full color and black-and-white! This great national advertising program is backed by the most complete array of sales promotion and sales training aids offered by any appliance manufacturer!

4. These, plus many more profit advantages, are the franchise features appliance dealers need to grow and build greater profits. That's why more and more dealers are signing the Deepfreeze Franchise! It is just the franchise you need. See your Deepfreeze Distributor for details.



More and More Consumers **BUY** **Deepfreeze** **APPLIANCES!**

They Get More Features... More Value... More Satisfaction with Four "FAMOUS NAME" Products!

Deepfreeze has long been a household name for fine quality in home freezers. With America's first and finest home freezer Deepfreeze brings better, more economical living to thousands of American homemakers. Satisfied users know they get only the best quality, performance and value from products bearing the famous Deepfreeze name. Deepfreeze Refrigerators, Electric Ranges and Electric Water Heaters are *consumer accepted!* You are in a position to earn the steady profits of an enthusiastic consumer public when you sign the Deepfreeze Franchise! And there are many more advantages! For complete details, see your nearest Deepfreeze Distributor today.

★ ★ ★

Go Buy THE NAME...
Deepfreeze

HOME FREEZERS • REFRIGERATORS • ELECTRIC RANGES
ELECTRIC WATER HEATERS

★ ★ ★

Only the products of the Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois, can carry the trade-mark **Deepfreeze** registered in the United States Patent Office.

© 1950 Deepfreeze Appliance Division, Motor Products Corporation



Home Freezers

... The industry's first and finest with larger capacities at the same low prices! 6 models; superior features!

Refrigerators

... 5 all-new models! The only refrigerator with the Deepfreeze Freezer Compartment! This feature means more sales!



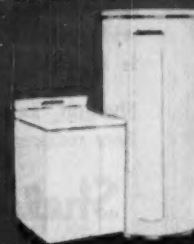
Electric Ranges

... Where work ends automatically—and your sales begin! 5 all-new models... new features! It's your customers' choice!



Electric Water Heaters

... 14 all-new models! There's a Deepfreeze Water Heater for every home, every family's need. Best you can sell!



NOW!

**See what the Franchise
with a Future will do for you Today!**

Find out what Deepfreeze will do *right now* to help you sell. Have your Deepfreeze Distributor explain the Deepfreeze Franchise. Ask him about the national advertising program and the many practical selling aids available to Deepfreeze dealers. Don't delay—see your distributor—or write direct to Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois.

YOU GET THE "FEEL" OF LIFE



WITH THE
NEW, SENSATIONAL 19AP4D

Sheldon *VITATRON** Picture Tube

SHELDON presents, for the first time, a revolutionary advancement in television picture viewing with pictures so real . . . they're the nearest thing to a "live" performance. . . Pictures where BLACK is BLACK, WHITE is WHITE, and between them all the natural intermediate shadings.

Sheldon "Telegenic" VITATRONS have beautiful contrast and depth. Their specially-developed Frosted Face reduces Glare and Reflections to a minimum . . . with no appreciable light transmission loss.



These strikingly different picture tubes are available** in the 19AP4D, a 19" glass-metal tube. Write for detailed specifications on the New, 19AP4D Sheldon VITATRON.

* TRADEMARK

SHELDON ELECTRIC CO.

Division of Allied Electric Products Inc.
68-98 Coit Street, Irvington 11, N. J.

Branch Offices & Warehouses: CHICAGO 7, ILL., 426 S. Clinton St. LOS ANGELES 26, CAL., 1755 Glendale Blvd.

** Delivery of 19AP4D is dependent on face plate delivery. Sheldon VITATRONS will be available in all-glass tubes if, as and when glass blanks become available.



Sell the washer with built-in*TV!



SURE, they're looking at T-V... Terrific Value! No other washer shows it so clearly, so dramatically, as Easy. Behind those two windows in the demonstration Spindrier, your washer prospect can *see* two tubs working as a team... proof that Easy will do her whole week's wash in less than an hour! She can *see* Spiralator Washing Action washing *all* clothes in *all* parts of the tub... proof that Easy hangs out a whiter, brighter line of clothes. She can *see* Automatic Spin-rinse in double-rinse action... saving water, rinsing in 3 minutes and returning suds for re-use!

And when you lightly lift those clothes out of the basket... there's proof Easy Spindrier extracts more water than the tightest-set wringer rolls... with no broken buttons! This specialty selling show that Easy dealers put on every day all over the U.S. is the reason so many women buy Easy. So get set now for wet demonstrations... and greater Easy profits this Fall and Winter. Easy Washing Machine Corporation, Syracuse 1, New York.

***Terrific Value**



Every day more women say —
"It's EASY for me!"

SIMPLE AS...



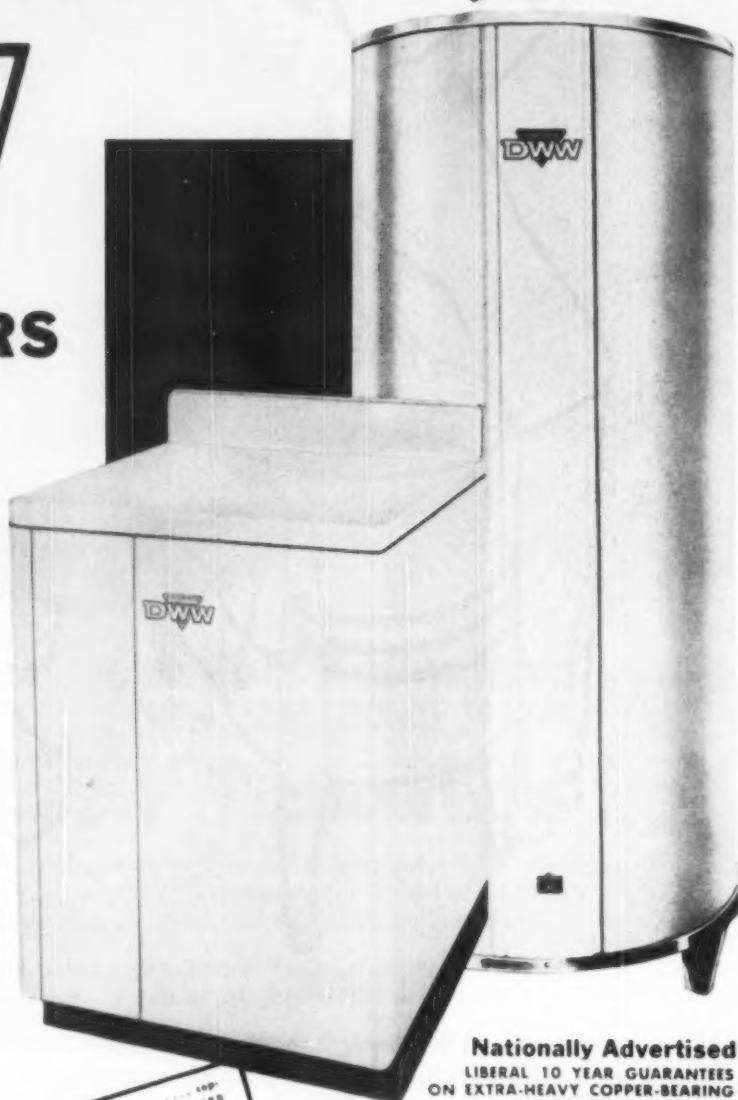
to sell



automatic electric WATER HEATERS with DWW's smart

merchandising plans

There's a mighty good reason why dealers from coast to coast are stocking more of the DWW line. Not only is DWW a superior water heater—it's a cinch to sell with the help of our merchandising plans. Here are some of the features your customers look for and get in a D. W. Whitehead Automatic Electric Water Heater: Plenty of clear hot water • Economy • Trouble-free performance • Advanced design • Precision engineering • Gleaming enameled casing • Table-top models for extra work space, upright models to conserve floor space • Adjustable thermostats • Extra-thick Fiberglas insulation • Underwriters' approved heavy wiring • Double extra-heavy galvanized steel tank • Heat trap to prevent back circulation in piping • Heavy legs for sturdy support • Inlet and drain located to offer greatest installation convenience • Cathodic protection by magnesium rod • Easily removable porthole cover • Chromalox immersion heating unit. **D. W. Whitehead also features an exclusive baffle at cold water inlet. This prevents mixing of hot water with incoming cold, insuring consistently even water temperature and greater economy of operation.**



Nationally Advertised
LIBERAL 10 YEAR GUARANTEES
ON EXTRA-HEAVY COPPER-BEARING
GALVANIZED STEEL TANKS
WHEN ORDERED
WITH CATHODIC PROTECTION

| | | | |
|---------------|---------------|-----------------|----------------|
| DWW Electric | 20 gal. | 20" x 48" | per-heating |
| DWW Electric | 30 gal. | 27" x 29" | elements, sin- |
| DWW Electric | 40 gal. | 37" x 29" | gle or double |
| DWW Electric | 50 gal. | 37" x 24" | wattage to |
| DWW Electric | 60 gal. | 40" x 26" | meet any |
| DWW Electric | 80 gal. | 72" x 26" | requirements |
| DWW Electric | 120 gal. | 36" x 34" | |
| DWW Electric | 30 or 50 gal. | 24" x 24" x 26" | |
| DWW Electric | 30 gal. | 25" x 25" x 26" | |
| DWW Electric | 40 gal. | 25" x 25" x 26" | |
| DWW Table Top | 50 gal. | | |

**A TYPE AND SIZE
FOR EVERY PURPOSE**



D.W. WHITEHEAD

D. W. WHITEHEAD MFG. CORP. 607 West Ingham Ave., Trenton 8, N. J.

Most of Your Sales Are TIME SALES...

Are those Profits Protected?

Chances are that more than half your higher priced appliance sales are made to customers who buy on time.

And their purchases naturally account for more than half your merchandise profit.

How much of those potential profits you will actually pocket depends largely on the kind of service you get from your financing connection.

With Commercial Credit financing you can be sure of this:

1. No good sales will be lost through superficial credit rejections.
2. No bad sales will be made through careless credit investigation.

You don't have to tie up *your* capital—our money will carry these customers for you, at no cost to you.

At minimum cost to you, our money will keep your showroom well filled with the appliances you want to sell . . . and to *sell* them, you have to *show* them.

Commercial Credit service will ensure the greatest number of sound and profitable sales and protect to the fullest degree the profit you make on these sales.

Consult your distributor about this. He will steer you right.



Helps Dealers Make

More SALES • More PROFITS

More SATISFIED CUSTOMERS

COMMERCIAL CREDIT CORPORATION

A Subsidiary of

Commercial Credit Company Baltimore • Capital and Surplus Over \$100,000,000

MORE THAN 300 OFFICES IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA

Stock up



A Real Gift . . .

The Westinghouse SUN LAMP. Unlike so many "workaday" appliances, this lamp makes a perfect Xmas gift. It's expensive enough to express real affection, yet well within the reach of your average customer!

A POPULAR PRICE . . .

The Westinghouse HEAT LAMP. Few of the items you sell are priced so low as this lamp. Either the ruby red, spatter-proof lamp (\$2.95) or the regular infrared lamp (\$1.10) is ideal for the many Xmas buyers who want something different, yet inexpensive!

AN EXTRA PROFIT

this **XMAS!**... with
these 2 Westinghouse winners

1

**WESTINGHOUSE
SUN
LAMPS**



**NOW
ONLY
\$8.50 LIST**

2

**WESTINGHOUSE
HEAT
LAMPS**



**NOW
ONLY
\$2.95 LIST**

This Xmas "SELL" is the word. That's why you will be putting plenty of steam behind large appliances. But... you can make many an extra dollar this season by promoting Westinghouse Sun and Heat Lamps. Both these fast-selling lamps are high profit gift-type items... and powerful new point-of-sale display cards will help you move them with a minimum of effort. Here's a further sales tip... include the

appropriate fixtures with your Westinghouse Sun and Heat Lamp displays. This kind of merchandising helps sell more of both lamps and fixtures. Get set today! Check your stock of Westinghouse Sun and Heat Lamps and your supply of display material. Order more from your Westinghouse Distributor*. Or write direct to the Lamp Division, Westinghouse Electric Corporation, Bloomfield, New Jersey.

*For the name of your Westinghouse Lamp Distributor call or write the nearest Westinghouse Lamp District Office:

| | |
|---------------|---------------------------------|
| BOSTON | 10 High Street |
| CHAMBLEE, GA. | 2260 Peachtree Industrial Blvd. |
| CHICAGO | 20 N. Wacker Drive |
| NEW YORK | 40 Wall Street |
| PHILADELPHIA | 3001 Walnut Street |
| PITTSBURGH | 419 Wood Street |
| SAN FRANCISCO | 410 Bush Street |
| ST. LOUIS | 411 N. 7th Street |

YOU CAN BE SURE...IF IT'S

Westinghouse

THE NAME YOU KNOW IN LAMPS

First in Quality!

It's the **Watchword** in Every Step of the
Design, Engineering and Production of

PHILCO Balanced Beam Television

Yes, Philco for 1951 continues its **QUALITY CRUSADE!** In its vast far-flung factories... in a myriad of electronic laboratories... in every step of design, engineering and production, everything is pointed towards higher quality and more efficient production, guided by infinite care and painstaking attention to detail. Pictured here are a few of the processes that go into the making of the finest television sets ever built—*First in Quality, First in Performance, First in Value!*



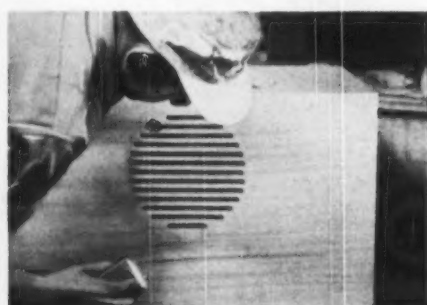
Philco creative engineering leads the way in bringing you sweeping advances and exclusive developments such as the Balanced Beam picture, the Custom-Duplex Chassis, the Electronic Built-In Aerial, and many other Philco "firsts".



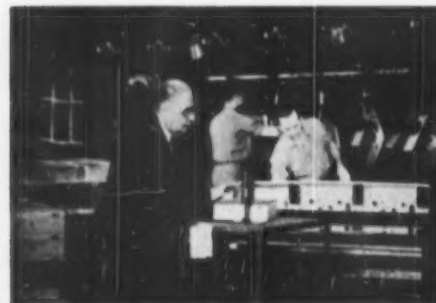
Quality and super-efficiency is the keynote at Philco's huge ultra-modern tube plant in Lansdale, Pa. Here, for example, is a section of a gigantic overhead conveyor that travels almost a mile and carries as many as 1,700 Philco picture tubes at once.



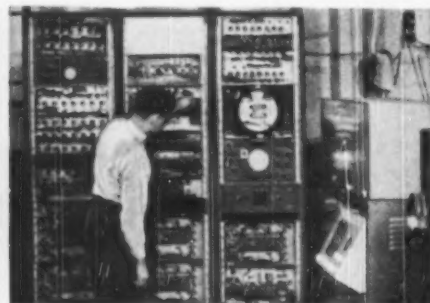
In manufacturing tuner coils, as shown above, much of the work is done by hand due to the fine and delicate parts that are built and assembled. Yet at Philco's huge plant at Croydon, Pa., coils are turned out at the rate of 150,000 a week.



Some 525 operations are required to make a Philco cabinet. While some are machine-processes, most of the workmanship that makes up the beauty of the finished cabinet is the handiwork of highly-skilled, experienced craftsmen.



Sub-bases for Philco television sets... after being zinc-plated... are checked for finish, plating, thickness, and appearance. This is typical of the extra care that makes Philco *First in Quality!*



Miniature TV Station, developed by Philco, reproduces all frequencies and varying signal strengths. Thus sets can be tested in the laboratory under the same conditions that might be found in any area.



IT'S HERE! **The New HIR**

a fully automatic
**ANTENNA
ROTATOR**
by
ALLIANCE

*with the most
accurate indicator
on the market!*



*Just set the pointer and forget it!
Works in any weather
Guaranteed for one year*

And Remember—

Only Alliance delivers a
national TV campaign to
five million viewers around
60 stations.

*It pays to stock and sell
Alliance Tenna-Rotor!*

Alliance Manufacturing Co.
Alliance, Ohio

Export Department: 401 Broadway, New York, N. Y., U. S. A.

AUTOMATIC—the new deluxe model HIR Alliance Tenna-Rotor is fully automatic. Turn the indicator knob and the antenna turns to any setting on the dial and stops.

FASTER INSTALLATION—the only direction-indicating rotator where no orientation of antenna is required. Uses special "Zip" feature—4-conductor cable.

NEVER OUT OF DATE—mark the best antenna position for each station right on the dial with removable stickers. New channels can be added at any time by customer. No expensive callbacks necessary.

MYSTIC LIGHT—light moves along the dial, shows position while antenna turns. Pointer indicates antenna position at all times.

alliance
TENNA · ROTOR

(TV ANTENNA ROTATOR)

the better your information the bigger your profits

This modern "Class 200" National Cash Register gives you *exact* information, *recorded* under lock and key, as to every individual sale or transaction.

Classification keys *automatically* separate sales by departments, by services, or by salespeople – a great saving in your book-keeping work and time. It also has pro-



vision for recording sales-slip numbers, quantities, weights, sizes, stock numbers, cost price, etc., on any transaction – a valuable guide to more profitable operation.

This National Sales Register builds good will on every sale – cash or charge. It shows the exact price charged for each item. It adds all amounts mechanically, and shows the correct total, thus speeding service and preventing figure mistakes. And its built-in adding machine feature may be used for miscellaneous addition at any time *without disturbing your locked-in cash register figures!*

The added information given you by the National "200" will increase profit and decrease your chance of loss. This National register will quickly pay for itself – and then go on for years making money for you! See it today at your nearest National Cash Register Company Office.



THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO



Magazines, newspapers, radio and television announcements have, for months, been developing a pre-sold group of John Wood Automatic Electric Water Heater prospects for you. These interested prospects, value-wise husbands and wives, already know the ten outstanding features of John Wood Heaters—such as the accurate temperature controls, the efficient heating elements, the blanket insulation, the electric weld time-tested galvanized tanks, magnesium anodes and the warranty plans providing up to 10 years' protection. They're ready, now, to listen to your own John Wood sales story, for we haven't told it all. And we haven't told them how these heaters are designed to save you installation time—give you more profit on each sale. For example, you can install a John Wood Table Top Model in $\frac{1}{4}$ the time required for ordinary table top heaters. Make sure "Mr. and Mrs." come in for your story. Sell John Wood Water Heaters.

FOUNDED 1917

JOHN WOOD

AUTOMATIC ELECTRIC WATER HEATERS

Write for complete information or see your Plumbing and Heating Jobber

JOHN WOOD COMPANY, (Sole distributors, Pennsylvania)
Chicago 9, Illinois • Toronto 4, Canada



IN 10 SHORT MINUTES

...with the sensational new automatic

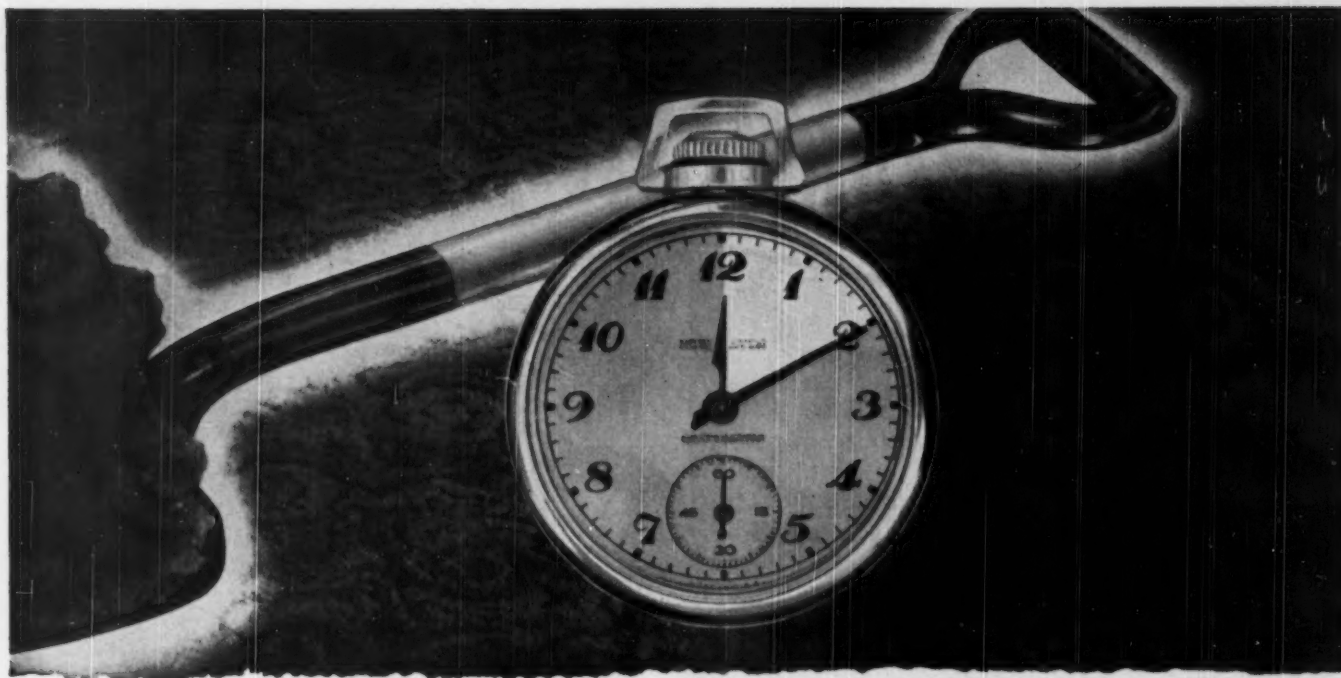
EUREKA "3 in 1" WONDER CLEANER

EUREKA NATIONAL HOME CLEANING SURVEY

Based on the findings reported in the Starch National Survey for the Vacuum Cleaner Manufacturers Association in 1947—the Eureka Williams Corporation is now conducting survey demonstrations in thousands of homes with the sensational new Eureka Automatic "3 in 1" Wonder Cleaner, Model S-250, to determine two essential facts...

- ① the present cleaning efficiency of the various types and kinds of electric cleaners now in use.
- ② the actual amount of embedded dust and dirt that can be removed from a 9'x12' rug or its equivalent in 10 short minutes with the sensational new Eureka Automatic "3 in 1" Wonder Cleaner, Model S-250.

From a 9' x 12' rug in most homes



A SHOVELFUL OF DIRT *

AMAZING OBSERVATIONS!

Eureka Test Demonstrations In Thousands of Homes Prove

- ① In most homes the rugs and carpets are saturated with embedded dust and dirt notwithstanding the current regular use of some type of electric vacuum cleaner.
- ② The rugs and carpets are saturated with embedded dust and dirt because most cleaners now in use cannot possibly do a thorough job of deep cleaning in *twice over* any one spot or section (moving the cleaning nozzle forward—then backward) which is the usual procedure of women in a hurry to get their cleaning done—and done quickly.
- ③ In most homes, the sensational new Eureka Automatic "3 in 1" Wonder Cleaner, Model S-250 will remove a shovelful of dirt from a 9'x12' rug or its equivalent in 10 short minutes even when the cleaning action is limited to *twice over* any one spot or section.

Dealers and salesmen who will take 10 minutes to expose embedded dirt and prove the higher efficiency of the completely automatic cleaning action of the sensational new Eureka "3 in 1" Wonder Cleaner, Model S-250 with the new Eureka Test Demonstration, will have better than even chance to obtain an immediate Eureka sale.

WRITE OR WIRE

for full information on how to make amazing new Eureka test demonstration

STARCH NATIONAL SURVEY

Conducted for the
Vacuum Cleaner Manufacturers
Association in 1947
Established the following facts

91% of all users of electric cleaners have large rugs in their living rooms, or carpet wall to wall.

76.5% of all women who own vacuum cleaners state the cleaning of rugs and carpets is the most valuable service performed by their cleaners.

Based on these findings, the ease and higher cleaning efficiency of the amazing new Eureka Automatic "3 in 1" Wonder Cleaner, Model S-250 on rugs and carpets should appeal to most women.

EUREKA

A New Kind of Cleaner

Eureka Williams Corporation • Bloomington, Illinois

Triple-Action Way

to sell MORE electric ranges!

Are you using the triple-action way to build more Electric Range sales for yourself? It works for successful dealers in every part of the country, and it can work for you. Here's what you do:

1

IN YOUR HOME

Like other successful dealers and salesmen, use an Electric Range in your own home. That's the best way to get yourself enthusiastic, to be convincing when you're telling prospects how easy this range is to use; about its coolness and economy; how its automatic controls save time, and what delicious meals it cooks. First—install an Electric Range in your own home.



2

ON YOUR FLOOR

Have an Electric Range plugged in right on the sales floor. Then you can really give the prospect a demonstration. Flip the switches and the elements heat up right in front of her. She can see how fast this happens. She can touch the oven and feel how cool it is outside when it's hot inside. It's always easier to sell a "live" range than a "dead" one. Demonstrations build floor traffic, too!

Wire Your Store for Modern Merchandising

Remember—when your store has a three wire service to demonstrate Electric Ranges, it is also wired for other appliances, such as Electric Water Heaters and Electric Clothes Dryers. This, of course, spreads the wiring cost; helps boost sales in general, because any appliance sells better "live" than "dead."



3

IN CUSTOMERS' HOMES

Don't let the sale drop when delivery is made. Make follow-up calls on purchasers. When a customer buys an Electric Range, chances are she's not too familiar with its operation. Have the salesman or home economist visit the customer once or twice after delivery, and demonstrate the range in the customer's own home. She needs only a little help and she'll learn where every control is, and how to use it. Then she'll be the kind of a satisfied customer who is a good salesman for you, can bring you a lot of other customers.



CASH IN ON THE TREND...

Sell Electric Ranges!

Another million American families switched to Electric Cooking last year!

ELECTRIC RANGE SECTION
National Electrical Manufacturers Association
189 East 44th Street, New York 17, N. Y.

ADMIRAL • COOLERATOR • CROSLEY • DEEFPREEZE • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON
HOTPOINT • KELVINATOR • LEDO • MONARCH • NORGE • PHILCO • UNIVERSAL • WESTINGHOUSE

Sales Potential Unlimited

When you handle the leader

REGINA POLISHER AND SCRUBBER

Made and advertised by the largest manufacturer
of twin-brush machines in America

Greatest Value
Retailing at Lowest Price

Distributors in all territories



Nationally advertised to more than 28,000,000
readers this fall in

Life
Ladies' Home Journal
Saturday Evening Post
Better Homes & Gardens

Good Housekeeping
American Home
House Beautiful
Sunset Magazine

THE REGINA CORPORATION, RAHWAY, NEW JERSEY



Also producers of
Twin-Brush Industrial Floor Machines

USE THIS COUPON NOW!

The REGINA Corporation, Rahway 2, New Jersey

Please send:

Name and address of distributor for my territory ☐
Regina Polisher dealer helps ☐

STORE NAME

ADDRESS

CITY AND STATE

STATE

SIGNED

REVOLUTIONARY NEW AMPRO-TAPE RECORDER OPENS RICH \$50,000,000⁰⁰ MARKET!

1001 USES

for homes, offices, factories,
schools, churches, institutions

RECORDS BABY'S VOICE

Babies' voices can be preserved on tape forever; older children can be helped with language and music lessons through recording on the amazing Ampro.



MAKES DICTATION EASY

Businessmen find the Ampro tape recorder invaluable for dictation at home or office; for recording important conferences; for special recordings to use at sales meetings, etc.



9 BIG FEATURES!

- Records 2 full hours on 7" Tape
- Cannot erase accidentally
- Motor Rewind and Fast Forward
- Tone Control
- Instant Stop Switch (Foot pedal attachment available)
- Portable—Weights only 17 Pounds
- Large 5" x 7" Speaker
- High Fidelity—Wide Frequency Range
- External Speaker Outlet



*I Haven't Seen
Anything Catch On So
Fast Since Television
First Came In!*



Anyone Can Operate It! Anyone Can Afford It!
\$1000⁰⁰ WORTH OF FEATURES FOR

**Sells Itself in One Demonstration to
Parents, Businessmen, Students, Musicians
Teachers, Ministers, Many Others!**

\$109⁵⁰

Your prospects for this completely new Ampro-Tape Recorder are limited only by the number of families and businesses in your town! One customer brings in ten more; every machine you sell becomes a "demonstrator" that brings in more sales! The Ampro records at a slow speed on a dual

track, recording twice as much material as conventional recorders. On each reel upkeep is negligible. The same tape can be used over and over again. The Ampro is easily portable—weights only 17 pounds.

And remember, the Ampro-Tape Recorder is a quality machine, made by a company which has been a leader in the field of precision manufacturing for over 20 years!

Write today for full details on this astonishing new profit-builder!



*Trade Mark Reg. U.S. Pat. Off.

AMPRO CORPORATION • CHICAGO
A General Precision Products Corporation Subsidiary

Don't Delay...Write Today!

AMPRO CORPORATION

2835 N. Western Ave., Chicago 18, Illinois

I am interested in complete information on a franchise for the new AMPRO-TAPE Recorder. I am a ☐ Dealer ☐ Distributor.

Name

Firm Name

Address

City State

EM-10-50

let's talk business...

This is an important message about a sound business opportunity. It is a straightforward answer to the three fundamental questions so important to your business.

- 1 What are the requirements of the ideal business for you?
- 2 Is there any business that fulfills all of these requirements?
- 3 If so, how can I get into this business?


Here are the basic requirements and here's how the American Kitchens business fulfills every one of them.

- 1 **Outstanding Product** . . . American Kitchens, designed by the famous industrial designer Raymond Loewy, are ALL new, leaders in style and quality, with more labor saving features than any kitchens on the market.
- 2 **High Volume** . . . Of 22,000,000 home owners in the United States, 40% are in the market for new kitchens—an untapped national volume of more than 4½ billion dollars.
- 3 **High Unit Sale** . . . The average sink, wall and base cabinet combination will sell for approximately \$500 . . . and the initial installation opens the way for the sale of dozens of accessories.
- 4 **High Mark-up** . . . American Kitchens at competitive prices will take the highest mark-up in the major appliance field—a larger margin of profit for you.
- 5 **Small Investment and Inventory** . . . A 20 sq. foot floor display of American Kitchens, containing all units, is less than \$300. That's a 20 foot space that can become the highest paying spot in your showroom.
- 6 **No yearly model changes—no trade-ins** . . . no clearance sales to make ready for new models, no in-between-models slack period.
- 7 **No accounts receivable . . . no collection problems** . . . American Kitchens are eligible for FHA loans—you get ALL your money the day the kitchen is installed with no recourse.
- 8 **No service problems** . . . no moving parts, no motors, no gadgets with American Kitchens sinks and cabinets. Disposers and ventilators are practically service-proof.
- 9 **Strong Advertising Support** . . . Dramatic, hard-selling American Kitchens ads appear month after month in leading publications plus liberal cooperative support doubling your advertising dollar.
- 10 **Strong merchandising support** . . . American Kitchens conducts store-tested promotions to bring customers into your store, provides sales tools, trains your salesmen.

How Can You Get Into the American Kitchens Business?

If you're interested in a business that is EASY TO GET INTO—EASY TO OPERATE—IS HIGHLY PROFITABLE—that will produce a substantial increase in volume with a MINIMUM CAPITAL INVESTMENT write today to American Kitchens, Connersville, Indiana. We'll send you our new Gold Book that tells all about the American Kitchens franchise in your locality. Get in now on the multi-million dollar steel kitchens market—the American Kitchens way.

Now—We've talked business—Let's do business!

AMERICAN CENTRAL DIV.  CONNERSVILLE, INDIANA

**American
KITCHENS**

MOST PROFITABLE APPLIANCE YOU CAN SELL

In designing their kitchen, the Chandlers, Country Gentleman Maine family, studied dozens of magazine clippings. They have electric refrigerator, range, dishwasher, garbage disposal unit, home freezer, washer, ironer, inlaid rubber tile floor.

Your best rural customers

These prosperous farm people are Country Gentleman readers—typical of hundreds of other families right in your own trading area—good customers to cultivate. Country Gentleman's 2,300,000 circulation is concentrated in the Top Half group that gets 9 out of 10 farm dollars! And families like this...



see your best-selling brands in Country Gentleman

Fast-moving lines are advertised in Country Gentleman, No. 1 farm magazine in advertising revenue! So display and push these Country Gentleman advertised brands...

Apex Dish-A-Matic Dish Washer
Arvin Irons
Arvin Electric Cook
Arvin Portable Electric Heaters
Arvin Radios
Beoda Laundry Equipment
Big Ben & Baby Ben
Alarm Clocks
Carrier Food Freezers
Crosley Electric Ranges
Crosley Products
Crosley Refrigerators
Davy Electric Churn
Deepfreeze Freezers,
Refrigerators and Electric
Ranges
DeLaval Food Freezers &
Milk Coolers
Deming Water Systems

Deming Water Systems
Dexter Washers
Domestic Sewmachines
Duo-Therm Heating Appliances
Easy Washers
Electric Heating Cable
Electric Seed Bed Heater
Fairbanks-Morse Water Systems
Frigidaire Electric Ranges
Frigidaire Freezers
Frigidaire Milk Coolers
Frigidaire Refrigerators
Frigidaire Water Heaters
Frostfold Food Packaging Kits
Gem Dandy Electric Churn
General Electric Farm Products
General Electric Freezers
General Electric Heat Lamps

General Electric Home Freezers
General Electric Irons
General Electric Lamps
General Electric Mixers
General Electric Radios &
Radio-Phonographs
General Electric Washers
General Mills Home Appliances
Gibson Freezers
Gibson Ranges
Gibson Refrigerators
Goulds Water Systems
Gullid Electric Tools
Harder-Frost Home Freezers
Heatmaster Water Heaters
Hubart Generators
Home Utility Electric Tools
International Harvester
Refrigerators & Freezers

Kelvinator Freezers
Kitchen-Aid Food Preparers
Maytag Washers
Mirro-Matic Electric Percolators
Motorola Radios
Myers Water Systems
Nesco Electric Roasters
New Home Sewing Machines
Norge Electric Ranges
Norge Refrigerators
Norge Washing Machines
NuTone Door Chimes
D. W. Onan Electric Plants
Robbins & Myers
Water Systems
Royal Vacuum Cleaners
Safgard Home Pasteurizer
A. O. Smith Water Heaters
Sno-Breeze Air Cooler

Speed Queen Washers and
Ironers
Speedway Milk Coolers &
Food Freezers
Stewart Clipmaster &
Shearwater
Telechron Electric Clocks
Toastermaster Toasters
Toastermaster Water Heaters
Unity Searchlight
Waters Conely
Home Pasteurizers
Westclox Clocks & Watches
Westinghouse Cleaners
Westinghouse Irons
Westinghouse Laundromat
Westinghouse Radios &
Radio-Phonographs
Westinghouse Refrigerators

ELECTRICAL APPLIANCE DEALERS GAVE
COUNTRY GENTLEMAN A LEAD OF NEARLY 2 to 1
over the No. 2 magazine, with more votes than
the second and third magazines combined!



RAYTHEON TELEVISION



MEANS BUSINESS!

RAYTHEON WILL NOT SACRIFICE QUALITY OR DEALER PROFITS TO ACHIEVE BARGAIN PRICES

Our quality is your guarantee of customer satisfaction. That is why folks who buy Raytheon television sets are satisfied customers. And no wonder! Every Raytheon set is precision engineered . . . made of fine parts and materials . . . to give outstanding performance.

Raytheon uses no short cuts . . . leaves out no parts . . . in order to cut prices. You can sell Raytheon with confidence because of its quality and dependability.

Find out about the substantial profit opportunities that can be yours with the new 1951 Raytheon line. Contact your Raytheon distributor or write us today for complete information.

List prices range from \$189.95 to \$625.00



MODEL C-1716



MODEL RC-1718

RAYTHEON GIVES YOU THIS PROOF OF DEPENDABILITY!



PROOF! Raytheon television is backed by the famous Good Housekeeping Guaranty Seal.



PROOF! Backed by a liberal one-year Warranty.



PROOF! Backed by the Underwriters' Laboratories Seal!



PROOF! Made by a leader in electronics for 25 years.

Dependably Built for Dependable Performance

As Advertised in Life, Good Housekeeping, Saturday Evening Post

BELMONT RADIO CORPORATION
2921 W. Dickens Ave., Chicago 39, Ill.
Subsidiary of
RAYTHEON MFG. CO.

Frigidaire's parade



FRIGIDAIRE—A Leader in Cabinet Design and Construction . . .

Little more than 30 years ago the household mechanical refrigerator was unknown, and food spoilage was a major problem.

The first Frigidaire marked a great step forward. For more than 30 years Frigidaire and General Motors, as pioneers and leaders in the industry, have, through constant engineering, product and laboratory research, contributed many of the advance-

ments that make the modern refrigerator the efficient household convenience it is today in millions of American homes.

For example, Frigidaire was first to produce the sturdy one-piece steel cabinet, porcelain-on-steel refrigerators, acid-resisting porcelain food compartments and other cabinet improvements that mean longer life and better performance.

Frigidaire also developed and introduced the great product advances noted at right. All of these are included in today's smartly designed, feature-packed models, typifying the quality Frigidaire builds into every Frigidaire Refrigerator. And the proof of that superior quality lies in the more than 12 million Frigidaire refrigerating units that have been built and sold.

Frigidaire's 3 types of Refrigerators for all food-keeping needs



LEFT—Imperial Models have separate near-zero Locker-Top. The lower compartment is refrigerated by the new, improved Cold-Wall cooling with the Refrig-o-plate.

CENTER—DeLuxe Models have low-temperature Super-Freezer Chest. The main food compartment refrigerated by Freezer Chest and new, improved Cold-Wall cooling.

RIGHT—Master and Standard Models have colder-than-ever Super-Freezer. Food compartment refrigerated top to bottom by direct air circulation from Super-Freezer.

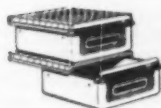
of refrigeration progress



A Leader in Product Research and Development . . .



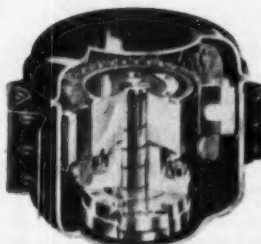
Quickcube Ice Trays. The famous Frigidaire Double-Easy Quickcube Trays, introduced in 1937 models, took the work out of the procuring of ice cubes.



The Hydrator. Frigidaire brought out the first Hydrator in 1930 to keep fruits and vegetables fresh for days. A notable advance in the science of food keeping.



Rust-proof Aluminum Shelves — another Frigidaire "first." Formed from a single sheet of aluminum which eliminates welded joints. Easy to clean, rustproof, and ruggedly rigid.



Frigidaire's Famous Meter-Miser Compressor

The Meter-Miser was developed and introduced by Frigidaire in 1933, and is the simplest refrigerating mechanism ever built. Its steel case seals in and protects an amazingly efficient mechanism . . . machined to the precision of a fine watch. Today's improved Meter-Miser, while more compact than ever, produces more cold, more easily, more quietly, and on less current than ever!



Freon Refrigerant. Frigidaire and General Motors developed Freon — the safe refrigerant. Enables the Meter-Miser to make more cold on no more current.



Cold-Wall Cooling. The Cold-Wall principle was introduced by Frigidaire in 1939. This put chilling coils into the walls of the food compartment to retard drying out of uncovered foods.



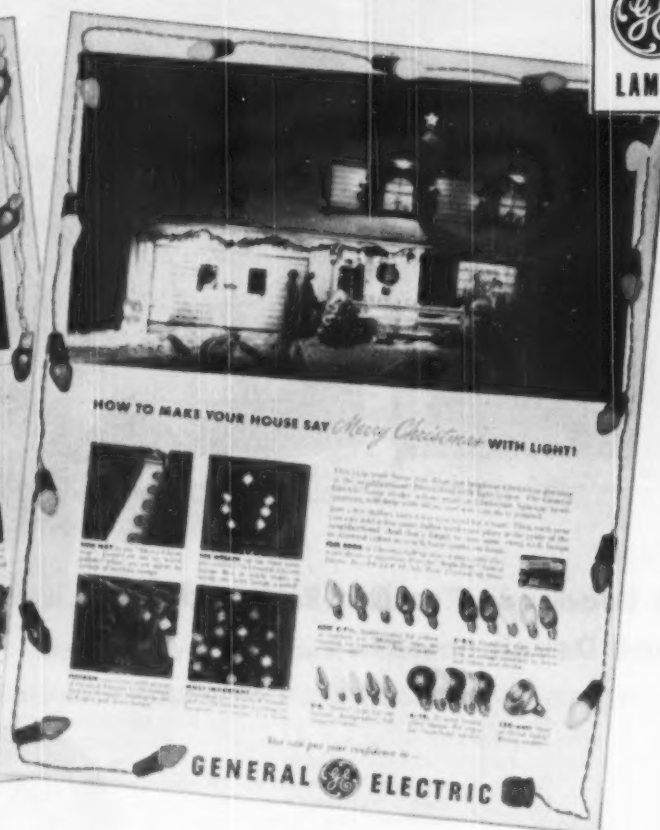
The Cold Control — brain of the refrigerator — was invented by Frigidaire in 1928. It maintains desired refrigerator temperatures and is used for defrosting.

You Can't Match a

FRIGIDAIRE 
America's No. 1 Refrigerator

This year your Christmas lighting market's as big as a house!

Sell lighting for inside ... sell it for outside!



MORE folks will be decorating with light this year than ever before. And General Electric's big Christmas lighting promotion will help you make the most of it!

The two big full-color ads shown above will spearhead the campaign, in *Better Homes and Gardens*, *Life* and *Post*. Plus spot radio and the Fred Waring Television Show. Customers will be hearing about G-E Christmas lamps and asking for them as never before. To cash-in do these things now:

1. Order the G-E promotion packages at right from your lamp supplier.
2. Be sure to specify General Electric when you order Christmas tree lamps for replacement.
3. Specify G-E lamps in all the sets and devices you buy.



TWO BIG PROMOTION PACKAGES

One for tree lamps, which includes counter cards containing 10-lamp packages of C9 1/2, 37 1/2, and C6 G-E lamps, plus a streamer, tuck-in cards, and "ideas" sheet.



One for large lamps, featuring PAR-38 and 25-watt colored lamps. This package includes counter cards, a streamer, customer give-away booklets, and an "ideas" sheet with new and profitable ways to help make your Christmas lighting promotion pay-off.

GENERAL  ELECTRIC



FRESH'ND-AIRE®

Electric ROOM HUMIDIFIER

Here's why!

Heat that warms a home also dries the air! And dry air takes moisture from wherever it can get it. It draws moisture from skin, nose, throat! It takes it from furniture, floors, walls. That's why skin feels dry and drawn in the winter. That's why throats tickle, why your nose feels dry and stopped up. That's why cracks appear in walls, why furniture dries and breaks. And that's why a Fresh'nd-Aire Humidifier is essential to everyone who draws a breath!

The Fresh'nd-Aire Humidifier pulls in dry, parched air—washes it—fans it out fresh—with the exact amount of moisture air requires. There's no need then for air to rob your skin, your body, your house of additional moisture.

Here's what it does!

- Relieves night-time discomfort of coughs, stopped-up nose, difficult breathing.
- Keeps air fresh with windows closed.
- Filters germ-laden dust, dirt, smoke, and pollen from air.
- Cuts down fuel bills. . . More comfort with less heat.
- Preserves furniture, books, musical instruments from ravages of dry air.
- Helps prevent dry, parched skin.
- Relieves suffering from Hay Fever and allergies due to dust and dirt.

So practically everybody who draws a breath is a prospect for Fresh'nd-Aire's new low-priced Humidifier! Be sure you get your share of this new appliance market!

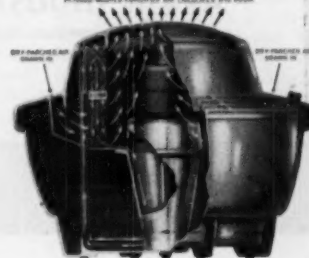
NEW HIGH-STYLE DESIGN!

Smartly-styled as a piece of good furniture! • Attractive, durable two-tone green-gray and cream plastic • Neutral shades blend with any color scheme.

WHAT IT DOES!

Moisturizes air • Washes and filters air! Deodorizes and purifies air!

REGISTERED TRADEMARK OF CORY CORPORATION, CHICAGO, ILL.

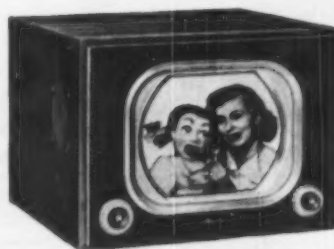


FRESH'ND-AIRE COMPANY

Division of Cory Corporation

Manufacturers of Cory Coffee Brewers • Cory Electric Knife Sharpeners • Cory Electric Dishwashers
Fresh'nd-Aire Fans • Circulators • Humidifiers • Heater-Fans

221 North La Salle Street • Chicago 1, Illinois



ARVIN MODEL 2121TM—You can talk "best value in town" and know this deluxe quality 12½" table model will back up every word you say! Finest Mahogany finish; easy-view black tube; straight AC operation; simplest two-knob tuning; highest immunity from interference. Phono-jack and built-in antenna.

\$189⁹⁵

(Table to match at slight extra cost.)

Get set for the Christmas rush!

Arvin TV
VISIBLE VALUE
 You can see the difference!

THE word has spread. The demand for Arvin is growing. Arvin's high-powered TV advertising in leading magazines is being read by millions—and Arvin dealers are harvesting the profits. They know Arvin excels in clarity of picture, fine tone, beauty of cabinet, and service-free performance. There is still time for you to cash in on Arvin quality and value—Arvin's great national advertising campaign and Arvin's displays and free newspaper mats. But time is getting away fast. There isn't a moment to lose. Phone, wire or write for your distributor's name—NOW!

ARVIN INDUSTRIES, Inc.
 Columbus, Indiana
 (Formerly Noblitt-Sparks Industries, Inc.)



ARVIN MODEL 2160CM—Superbly styled mahogany console with 16-inch rectangular black tube; lucite and finish-o-gold appointments. Phono-jack and built-in antenna. Straight AC operation for longest tube life; super-powered for sharp pictures everywhere!

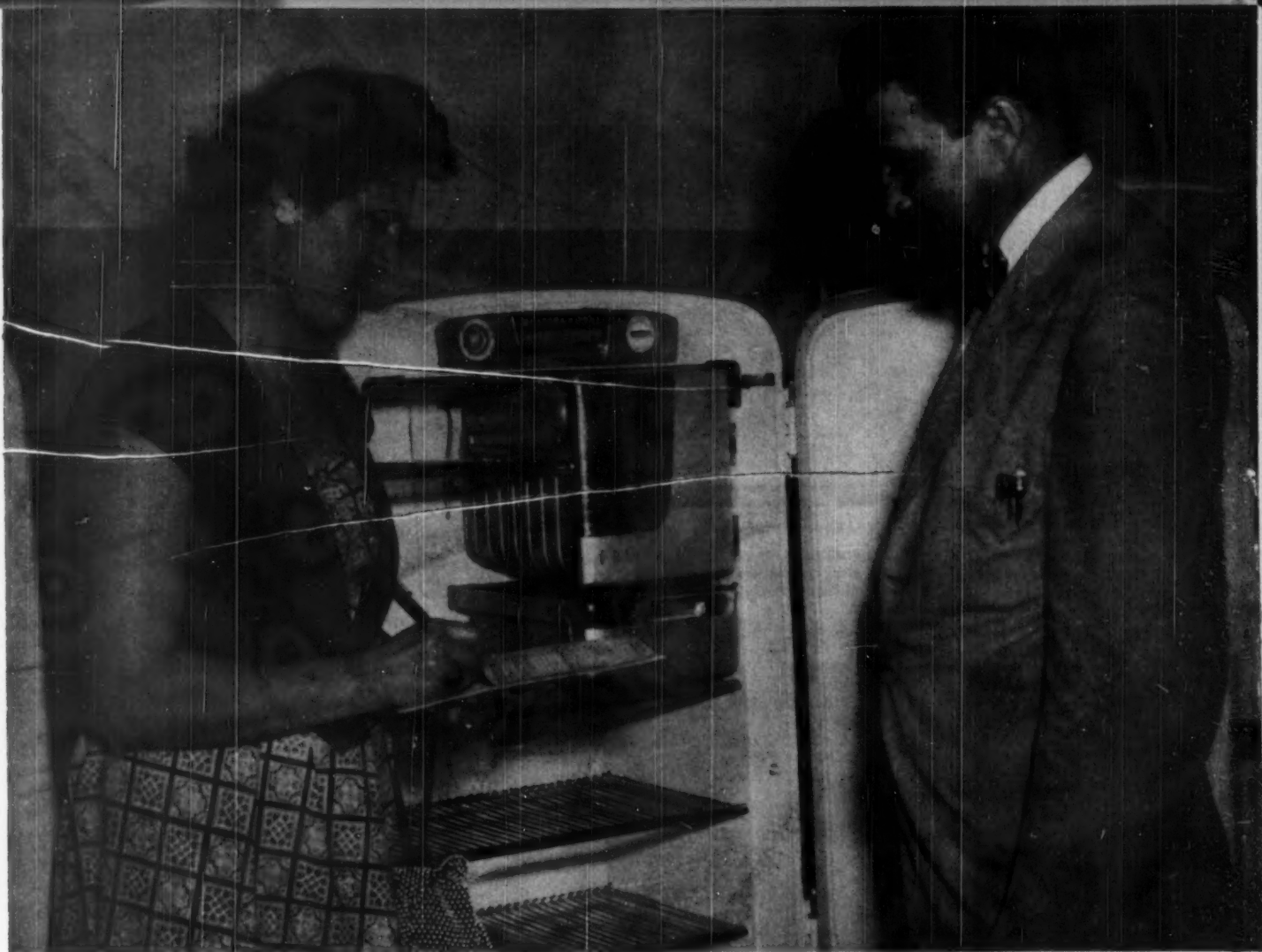
\$269⁹⁵

(Model 2160CB, Blond finish, \$279.95)



ARVIN MODEL 2162CCM—Absolute tops in 16" TV-radio-phono combination value! Rectangular black tube for sunlight-sharp pictures. AM radio, 6 tubes including rectifier. 3-speed record changer plays 33, 45, 78 rpm, intermixes, shuts itself off. Plenty of surplus power for finest performance everywhere.

\$379⁹⁵



ANY SALE made in the Greene Appliance Co., Nashville, is, like any other dealer's, a happy occasion for the salesman, who gets the commission, and the

customer, who is delighted with a new possession. However, says Lewis Greene, what happens after the sale may lose or keep the customer forever.

Catching Complaints Before They Happen

IT'S not the person you couldn't sell that runs up your blood pressure and makes you want to quit the appliance business and start shining shoes for a living. It's the customer you *did* sell. That may sound like a paradox and it is. But that is the philosophy on which the Greene Appliance Co. in Nashville, Tenn., has built its business. The unsold customer will go away and probably live to buy another day. The dissatisfied buyer will not only never buy again but her dissatisfaction will spill all over her neighborhood and the friends who visit her will get a lot of information about where *not* to trade.

Lewis Greene, who operates three appliance stores in Nashville, says, "Keeping that customer satisfied with that first purchase is tremendously im-

A dissatisfied customer can cripple your business, says Lewis Greene, who runs three stores in Nashville, Tenn. That's why he'll spend all the profit on a sale to keep a customer happy

By ROSS L. HOLMAN

portant. If we install a refrigerator we do not make any claims we can't back up and we follow up by phone and personal visits to stop every complaint before it is even born."

In compliance with this policy Mr. Greene pursues one practice that gives the new prospect a pleasing first im-

pression of the store and its personnel. That first impression, he says, is the one that clings the hardest. When a new lady he has never seen enters the store he walks up with a disarming smile and introduces himself by name. "Lewis Greene is my name," he says, "and—?" This friendly, church-social

approach helps to condition the customer's mind toward a purchase. His store salesmen also introduce themselves by name and try to open up what is hoped to be a friendly personal relationship.

Post-Sale Calls

When the refrigerator, range, freezer or hot water heater is installed Mr. Greene or one of his store salesmen calls around at the home to see if it is working properly and to adjust any grievance before it has time to fester. This solicitude may keep the lady from even bringing up trivial things about which she might gripe, such as a tiny scratch on the enamel.

When Mr. Greene has more follow-ups than he or his personnel can make

HOW GREENE'S POLICY WORKS . . . Turn Page ➔

Catching Complaints Before They Happen

(Continued)

in person he makes phone calls to learn if the appliance is working properly. This continuing check-back on old customers gives him a fine wedge to talk new sales and the policy has built one of the finest backlogs of repeat customers that any dealer in his trade territory can boast.

Complaints Get Action

His follow-up policy has been so persistent he hardly ever has a complaint, but when he does have one the adjustment itself is so gracious it often results in a spurge of new business. Not long ago a lady bought a new refrigerator. When checking on its performance later she mentioned a tiny scratch on the outside of the door, but Greene got the impression she didn't attach enough significance to it to make it a complaint. Some months later the bank that was financing the deal called Greene, told him the lady had stopped her monthly payments and asked him to go around and see about it.

He called at her home and learned that the small scratch had assumed a damaging importance. She had quit paying because she thought something ought to be done about it. He graciously explained that he would be only too glad to make a satisfactory adjustment and would have done so sooner if she had explained the matter to him more thoroughly.

"Suppose I just take this refrigerator up and send you a brand new machine that sells for \$20 less than this one and allow your back payments to apply on the new machine."

"That will be fine," exclaimed the delighted lady. She immediately dug down into her purse, brought out enough money to bring all her back payments up to date and the new refrigerator was installed.

Even a Loss Builds Sales

"Of course, I could have reclaimed the old machine without adjusting it with a new one," explained Greene, "and resold it somewhere else without any money loss. But just look what I would have lost on future business. That lady sang my praises from that time on as a dealer who could be trusted. As a result of this adjustment she sent three new neighbors to my store who bought several hundred dollars worth of major appliances and became three more permanent repeat customers on my list."

Even when he loses on an unfair adjustment Greene considers the money loss better advertising than an equivalent amount spent in any other form of promotion. Like most successful dealers, he gets the bulk of his new business from repeat sales to satisfied buyers and from new buyers that the old customers send him.



Greene Follows-up on Every Sale . . .

1 POST-SALE CALL at the customer's home shortly after delivery uncovers a complaint about a scratch on the door—which the salesman promises to remedy.



. . . Because This Would Happen if He Didn't

2 NO POST-SALE CALLS would give the complaint time to fester, says Greene, and eventually an angry housewife would call up the store and demand action.



Greene Goes All-Out to Make Adjustments . . .

3 PROMPT ACTION in giving the customer a brand new refrigerator to replace the one with scratched door delights Green's customer, fosters good will.



. . . Rather Than Give Customers the Brush-Off

4 "SORRY, LADY," that's your tough luck," the salesman might say when he calls in answer to her complaint. "That," says Greene, "loses customers."

"I had one lady," explained Greene, "who stopped making payments on a refrigerator, not because of any complaint, but because she had run into financial difficulties and couldn't keep them up. The refrigerator could have easily been reclaimed and resold at a good profit over the unpaid balance. She was in distress at the thought of giving it up and being left without any form of refrigeration."

Good Will is Cheap Advertising

"Reclaiming a machine on which an honest customer is behind always

leaves a feeling of humiliation and somehow it reacts on the dealer who takes it up, even though the customer admits he has every right to do so. I made up my mind to soften this lady's hurt as much as possible and did something that very few other dealers do. It cost me money but it was cheap advertising. I told her I was not going to let her lose what she had already paid on the refrigerator and leave her without some form of refrigeration. I took up the machine on which she could no longer make payments and sent her without charge a

new ice refrigerator that retailed at about the amount she had paid on the electric model." That settled the matter and left a fine feeling of appreciation in the lady's heart. Mr. Greene then invited her to come back to his store when her financial condition improved and buy another electric refrigerator.

While Greene gets some of his best customers through old buyers, there are other methods, of course, that he uses to woo new buyers his way. He naturally uses radio, newspaper and direct mail advertising to keep the



Happy Customers Tell Their Friends . . .

5 **SO PLEASED** is Mrs. Housewife at Greene's liberal treatment that she tells friends what a wonderful store it is. Impressed neighbor writes down store address.



. . . And So Do Unhappy Ones

6 **ANGRY** over cavalier treatment, Mrs. Housewife would tell her friends about it, spare no words in warning them all not to buy anything from "that cheap, gyp outfit."



Satisfaction Brings New Sales . . .

7 **BECAUSE** he kept his customer happy, even though it meant replacing a refrigerator, Green's store benefits from the additional patronage of one of her friends.



. . . Dissatisfaction Keeps the Store Empty

8 **GREENE'S STORE** would be empty and his salesman would have nothing to do, he declares, if he didn't follow his policy of keeping customers completely satisfied.

Greene name impressed upon both new and potential buyers.

His main store is a corner building on 8th Avenue and Commerce Street. The front on 8th and the side on Commerce are almost solid plate glass. Any sidewalk passer can see practically every appliance from the outside. Beside one wall the full length of the store is a row of refrigerators—Greene's chief volume mover. Each machine in all its lines is distinctly visible from the outside. Down the center is a plainly visible double row of all the majors, with toasters, perco-

lators, irons, etc., neatly perched on top of ranges to make a more attractive display. Next to the glass front facing Commerce Street are close-up triangular displays of ranges, refrigerators, washers, etc.

A Hook for the Unconvinced

One day a young bridal couple in passing was intrigued by this display. They loitered on the 8th and Commerce sides for awhile and then walked in to inquire. After being shown several ranges and refrigerators—two appliances with which they expected

to start housekeeping—they said they wanted to shop around some more before buying.

Here is where Greene used his favorite sales psychology to catch a first-time customer that he expected to keep happy ever afterwards. "Now I appreciate your natural desire to make the best possible purchase for your money," he said. "Every standard line of appliances on display at other stores is good and the dealers reliable. If you insist on shopping around the chances are you will look at so many of them you will wind up

so confused you won't make as good a selection as you would make right here while your mind is fresh on it."

Offers "Clincher"

"And," he added as a clincher, "it so happens that we have a special premium appliance here that we offer as a gift to every newly married couple who starts housekeeping with kitchen equipment she purchases from us."

The couple bought a Westinghouse range and refrigerator, went on his list of repeats, and later steered new prospects his way. *End*



ALMOST TOO MANY for the camera to record, 2,000 people crammed this hall in Modesto, Calif., to attend dealer Asbill's community carnival promotion. Inside

temperature was 108-degrees, but 1,000 others waited outside for chance to enter, and another 1,000 had shown up and left.

Hillbilly Promotion Hits the Jackpot

Dealer R. B. Asbill figured an attendance of 500 people would make his community carnival promotion in Modesto, Calif., a success. Instead, 4,000 farm people swarmed out of the nearby hills for a \$1,000 program of free music and dancing, then bought \$16,000 worth of merchandise in the following eight days

By **HOWARD J. EMERSON**



LOCATION on edge of Modesto's business district means littlesidewalk traffic for Asbill's, but is on main highway from large farm area which is store's prime market and for which the promotion was designed.

ONE of the most successful promotions ever conducted by a medium-size appliance dealer was the one recently held by Asbill's Appliances, Modesto, Calif.

By successful planning and development of a "community carnival" type of good-will promotion, owner R. B. Asbill and staff grossed over \$16,000 in the eight days following a promotion that had cost less than \$1,000. And only months ahead could the full dollar return be realized from the 4,000 people who came out of the surrounding San Joaquin farm area to accept Asbill's invitation to a program of hillbilly music, free dancing and refreshments.

While Asbill's promotion was initiated by a manufacturer (Crosley) and there was no hesitancy about using trade name banners and displaying the full line of appliances, the program itself kept commercialism to a minimum. Two sound-slide films, one on refrigerators, the other on freezers, were shown while the musicians took a rest. During the half-hour radio broadcast, typical commercials were put over the air, aided by the audience which had been coached to yell "Asbill's" and "Shelvador" at the appropriate times. The 100-foot display of appliances included a refrigerator and a range equipped with 45 rpm record players which gave forth a singing commercial to whoever opened the doors. But the effective commercial was getting thousands of hard-to-reach, hard-to-sell prospects to implant firmly and favorably in their minds the dealer's name and location and the manufacturer's product and its features.

Asbill's Hillbilly Promotion Took Plenty of Planning

R. B. Asbill was willing to cooperate with the Crosley organization and the distributor, Calif. Elec. Supply Corp., if the promotion could be handled in such a way that he would be sure of large response from the small farm owners and permanent farm workers in the surrounding San Joaquin Valley.

Movie stars who had sparked a similar promotion to success in the Los Angeles vicinity would be a poor drawing card, he knew. A cowboy-type western band that drew thousands to a similar promotion in Yuma, Arizona, would hold little interest for farm people in his area, most of whom had migrated to California during the past 20 years from the central southern states. But Tennessee-born Asbill knew from the success of his two radio programs that the folk music of these people—the so-called “hillbilly music”—and the opportunity for them to dance, would be a sure-fire hit.

But deciding on a theme for the community carnival was but part of the planning involved in producing such a successful promotion for the rural market.



1 BRIEFING FOR STAFF. As guests of distributor, all salesmen and management of Asbill's had a private dinner on eve of promotion. Progress was reviewed, and special sales and product stories were provided by Ryan and John White, regional refrigeration representative for Crosley, to get sales enthusiasm.



2 MANUFACTURER sparked the idea. Crosley's West Coast advertising and promotion manager, Rolph Stoddard, sold dealer Asbill on the community carnival promotion. Asbill saw that he could build good will in rural area.



3 DISTRIBUTOR enters the picture. Calif. Elec. Supply Co.'s salesman Walter Barton offers Asbill help from distributor's staff, coop advertising money. He got in return, large order for refrigerators, ranges, radios, etc.

4 DEALER staff enters the planning as general manager Shep Asbill works on advertising details with Stoddard. One full page and one-half page newspaper space, 500 direct mail pieces and eight radio spots a day were used by Asbill's.



5 BRIEFING FOR MANAGEMENT. Distributor's assistant sales manager Tom Ryan reviews problems of managing sales during the promotion. Left to right, manager Shep Asbill, Ryan, sales manager Cohn, owner R. B. Asbill.

Hard Work Prepared for Promotion

HILLBILLY PROMOTION (Continued)

FOLLOWING the planning, more than a week's work went into the physical preparations for Asbill's community carnival. The largest hall in Modesto was hired and aired out of retirement. Fire permits were arranged. Police were hired for on-premises protection. Prizes were obtained from local merchants to supplement electrical goods from Asbill's. Cases of soda pop were obtained free from a

local bottling company. Free cookies were procured from a local bakery. The local locker plant was talked into cooperating with a display of lockers, packaging materials, and enough frozen foods to stock the display of freezers. Choice cuts of beef, frozen, were obtained from a butcher and made available as prizes.

Other work, and the part many people played, is shown in these pictures.



1. SALESMEN were each given an assignment in preparations for the community carnival promotion. The salesman, center, was responsible for getting signs painted, and is checking results with sales manager Cohn.



2. SERVICEMEN, their trucks and their strong arms, moved enough merchandise across town to provide the 100-foot display of appliances, including a complete kitchen, which was set up along the wall of the auditorium.



3. FACTORY MAN John White, regional refrigeration specialist for Crosley, rushes to get freezer display loaded before the frozen foods succumb to the 116-degree afternoon heat. Every freezer was displayed cold, with food variety.



4. ENTERTAINERS. Fred Maddox, manager of Maddox Bros. & Rose, hillbilly band featured at Asbill's community carnival, had to set up his own PA system. Above, he checks with White, Ryan and Stoddard on arrangements for dancing space.



5. EVERYONE, including the cameraman, had to join in unfolding and arranging the 965 chairs that eventually took care of less than half the attendance. Chairs had to be brought 100 miles because funerals used Modesto's supply.



6. READY! The twelve members of Asbill's concern arrived early, had bull session and to special selling posts afterward. Salesmen had dressed in "rural" clothes.

Planning and Work Paid Off in Huge Throngs, Good Will, Sales



1 ONE HOUR BEFORE the scheduled opening, this crowd of approximately 800 was pictured waiting in 110-degree heat to be sure of admission to Asbill's community carnival. Hundreds of others were waiting along the streets in autos.

ASBILL'S community carnival got the crowds, as can be seen in these pictures. But what is more difficult to picture is the good will and enthusiasm that was built among this mass appliance buying market. This reporter, circulating in the crowds, heard nothing but favorable comment. "It sure were nice for that feller Asbill to put on this hoedown for us," said one man to his wife. "Say, he's a right nice guy."

Asbill had hit these prospects right where it counted—in their hearts. He gave them exactly what they wanted, and in return asked only that they remember him as a friend with a some-

what similar background who likes the same things they do and who talks their language.

The accompanying pictures show how 4,000 people responded to Asbill's promotion, and some of the program that turned the crowd into staunch friends and future customers.

And the ledger talks, too. Below is a record of Asbill's sales for the eight days following the promotion, compared with his average monthly sales for the first six months of 1950, and these represent sales of Crosley products only and do not show increases that occurred for his other lines. End

SALES FOR 8 DAYS Following Promotion

45 Refrigerators
3 Electric Ranges
3 Freezers

SALES PER MONTH For 6 Months Previous

21 Refrigerators
2 Electric Ranges
Less than 1 Freezer

4 PRIZES kept the group's interest, provided easy entry for commercials to plug merchants who had cooperated with Asbill's. Prizes were many, but of relatively small value, were presented by Crosley's wilted Stoddard.



2 ENTERTAINMENT. Corny to many appliance markets, gaudily dressed Mad-dox Bros. and Rose, and MC Chet Smith, were biggest reason for overflow crowds, and key to promotion success. These performers are on air for Asbill's.



3 FUN for everyone was promised. While Charleston craze may be returning in many areas, square dancing is still tops in this rural area. Asbill's got Modesto recreation department to provide above exhibition by children's class.

5 GOOD WILL created by Asbill's community carnival was best evidenced when KTRB radio interviewer asked "Who is your favorite appliance dealer in Modesto?" and 2,000 enthusiastic voices yelled "Asbill's."



It Ain't the Heat..... it's the humidity that's



HIS PERSONAL moisture problem stops a Fort Lauderdale, Fla., resident in front of McFarlane's window advertisement for dehumidifiers. Like people in many other parts of the country his comfort and possessions have suffered from excessive humidity and a dehumidifier is one good answer to his problem.

STANDING in front of the appliance store window and mopping his brow feverishly, the perspiring resident of Fort Lauderdale, Fla., was looking at a comparatively new electrical appliance which would make life a lot easier for him.

The store was McFarlane's, Inc., at 111 Los Olas Blvd., and the appliance was the dehumidifier. With a final mop at his brow, the perspiring gentleman went in to find out about this sensational appliance which has rapidly caught on in every humid area of the country.

"The dehumidifier is the perfect answer to moisture damage," explained G. E. McFarlane, who with his brother, M. H. McFarlane, operates the south Florida store. "Here in Fort Lauderdale, just as in other humid sections, it has had an excellent reception because of its ability to cope with the intense humidity common to this area."

And Mr. McFarlane then went on to explain to the gentleman, as he has to hundreds of others, just how the appliance works. Such inquiries are not uncommon at all with dealers who

have realized in the dehumidifier an appliance designed to take care of a situation which has long harried residents and business men in sections where moisture damage has exacted a costly toll.

McFarlane's, Inc., one of Florida's most aggressive Frigidaire outlets, has had unusual success in selling the dehumidifier through three major methods—by demonstration, by putting the appliance out on approval, and by dramatic displays.

It Demonstrates Itself

"Demonstrations right in the home are best," explains McFarlane. "Our most sensational demonstration is to put a dehumidifier in a room overnight, with the water container empty. We plug it in and tell the homeowner we will return in the morning to show him what the machine has done. We do so, and before his own eyes, take out a full bucket of water, often a gallon and a half, which the appliance has extracted from the room overnight."

"It is the most convincing proof that the customer can get. We have only to explain to him then that the

dehumidifier is a silent, efficient workman which will reduce the humidity in a room up to 50 percent and prevent costly moisture damage to the walls, furniture, books, and equipment which the room contains."

These aggressive dealers have taken full advantage of the fact that their city and the surrounding area contains scores of large winter homes. With the owners away all summer and only a part-time caretaker to look after the property, McFarlane's has sold many an owner on the protection the machine affords.

In one large Fort Lauderdale home, McFarlane's installed nine dehumidifiers. Other winter residents of the area have bought and installed two, three and four at a time for their homes.

"There is scarcely a home or business house which isn't a prospect for the dehumidifier," says McFarlane. "Moisture corrodes furnaces, water heaters, pipes, workshop tools and other equipment. It gives a musty, dank smell to storage rooms, basements, cellars and recreation rooms. Dripping pipes and sweating surfaces

are costly, while leather goods, shoes and clothing are easily ruined by mildew.

"Along the Florida coast, this moisture damage is a big factor with banks and business houses, where records are stored, furniture is warehoused, and vital but hidden equipment, such as furnaces and pipes, is installed."

Approval Plan Ups Sales

The McFarlane approval plan is really a glorified demonstration. The plan permits the appliance to be placed in the customer's home for five days. Since there is no installation work required, this boils down to the simple act of delivering the appliance, plugging it in, instructing the customer in what it will do, and leaving it alone.

"It just sells itself through this plan," Mr. McFarlane declares. "Our percentage of pick-ups after a dehumidifier has been placed out on approval is very small. When a customer sees for himself the amount of water extracted from the air and how efficiently the dehumidifier works, he's usually convinced without further talk. After all, when you get from a gallon

McFarlane's Uses These Three Methods to Sell Dehumidifiers

building sales for dealers like McFarlane's, Inc., Fort Lauderdale, Fla., who are using dramatic displays, demonstrations and free home trials to promote a potent new appliance—the dehumidifier

to three gallons of water a day out of the air in the room, you are bound to realize the capacities of this appliance and the protection it offers."

Through the approval plan, McFarlane's has sold many dehumidifiers to "off the trail" users. For example, one buyer installed a dehumidifier in the room which housed his collection of lamps, guns and curios. After seeing how efficiently the appliance reduced common dampness of the room, the customer happily bought the machine and ordered two more.

Other such buyers include a dry cleaning establishment which uses a dehumidifier in its fur storage vault, a stamp collector who had trouble with his stamps sticking to album pages, and a photographer who uses it in his dark room.

The approval plan has a psychological value, too, McFarlane says. After seeing how much moisture has been removed from his rooms for five days, the customer is apt to become so humidity conscious that he wonders just how he ever got along without the appliance. So that even if a machine is returned after the five day trial period, the memory of the demonstration lingers on and the homeowner remains a prospect indefinitely.

Display Is Effective

Since the dehumidifier is comparatively new and not as yet too well known, it should be advertised and shown prominently, declares McFarlane. He believes that a large amount of space devoted to display is a profitable investment for any dealer, and that a dehumidifier display, correctly done, can be one of the most dramatic and eye-catching of all exhibits.

Old shoes, covered with mildew and mold, and worked into a display, tell their own story. A rusty saw, gas type water heater, electric meter box or goose-neck lamp, greened with corrosion and mold, effectively inform the customer that rust is an ever-present threat to such equipment. A book with its pages stuck together and showing musty gray mold appeals silently to the onlooker.

In contrast to these articles, a shiny new dehumidifier is placed beside them, its fan operating silently and streamers

(Continued on page 178)



DRAMATIC DISPLAYS are easier with dehumidifiers than some other appliances, because they can show the damage that humidity does. This display features moldy books, mildewed shoes, corroded lamps, rusty tools and heating equipment.



A FREE HOME TRIAL convinces Miss Isabel Hamilton that a dehumidifier will protect the furnishings of her expensive winter home from moisture damage. McFarlane's offers the dehumidifiers for five days of free trial.



DEMONSTRATION of the dehumidifier's ability to combat moisture damage is impressive to prospects who immediately get the idea that in a space of 15 hours the appliance has removed more than a gallon of water from the air.

Operating Ratios of IEEDA Appliance and Radio Dealers

| Item | Average Percent of net sales during: | | | |
|-------------------------------|--------------------------------------|------|------|------|
| | 1946 | 1947 | 1948 | 1949 |
| NET SALES | 100% | 100% | 100% | 100% |
| COST OF GOODS SOLD | 72.9 | 70.5 | 71.0 | 70.9 |
| (GROSS MARGIN) | 27.1 | 29.5 | 29.0 | 29.1 |
| OPERATING EXPENSES | | | | |
| Selling Expenses | | | | |
| 1. Salesmen | 3.1 | 3.7 | 4.6 | 6.5 |
| 2. Adv. & Promotion | 0.8 | 1.8 | 2.3 | 2.5 |
| 3. Other | 0.9 | 1.2 | 1.7 | 1.0 |
| Total Selling Expense | 4.8 | 6.7 | 8.6 | 10.0 |
| Administrative & General | | | | |
| Proprietors' Salaries | 8.9 | 7.2 | 8.7 | 6.4 |
| Occupancy Expense | — | 3.4 | 4.4 | 4.5 |
| | 3.4 | 2.0 | 2.0 | 3.9 |
| TOTAL OPERATING EXPENSE | 17.1 | 19.3 | 23.7 | 24.8 |
| NET PROFIT | 10.0 | 10.2 | 5.3 | 4.3 |

SALES COSTS ARE CLIMBING

The latest IEEDA cost ratio study shows that increased selling and occupancy expenses in 1949 shrank net profits to 4.3 percent of sales. Here's the whole picture, plus some remedies and suggestions for both dealers and manufacturers

IT COST members of the Inland Empire Electrical Dealers Assn. considerably more to sell an appliance in 1949 than in 1948.

As a result of this (and an increase in occupancy expense) dealers sampled in the Association's sixth cost ratio study report that their net profits continued to shrink, dropping to 4.3 percent of net sales.

In general, trends established in the previous three postwar years continued during 1949; the rate of change decreased, however, indicating that the readjustment of the appliance business might be nearing completion.

Expensive Selling

Selling expenses rose from 8.6 to 10.0 percent in 1949, with the largest portion of the increase due to a rise in "cost of salesmen". In 1946 salesmen cost the Inland Empire dealers 3.1 percent of their net sales. This figure rose to 3.7 in 1947, moved upward to 4.6 in 1948 and rose sharply to 6.5 percent in 1949. Advertising and promotion expenses, which had increased appreciably in both 1947 and 1948, rose only 0.2 percent in 1949.

Commenting on these trends, the study points out that "both 1947 and 1948 were predominantly promotional years rather than selling years. Large increases in advertising budgets were necessary to attract customers but relatively little individual sales effort was

required to convert prospects to buyers. . . 1949 was a great deal different. Although demand was still high, considerable personal effort on the part of salesmen was necessary to close sales."

Taking a look at the future, the study points out that it is "probable that advertising and promotional expense has neared its ultimate peak" but that "the ratio for salesmen may climb further before it reaches that point of diminishing returns where additional expenditure cannot produce comparable results. The advertising and promotional ratio averaged in a 1939 cost study reported by ELECTRICAL MERCHANDISING was 2.6 percent of net sales. Cost of salesmen on the same study was 7.7 percent, over one percentage point higher than the Inland Empire electrical dealers' ratio."

Other Expenses

The cost of goods sold (70.9 percent) showed little change from 1947 and 1948 figures but administrative and general expenses were cut sharply from 1948 figures. The study suggests that this reduction indicates "more efficiency of operation and streamlining of expense items to conform with the tightening economic atmosphere."

Occupancy expense increased for the first time since the war, the results, the study suggests, "of a lower dollar volume of business."

Proprietors' salaries changed very slightly percentage-wise but since total dollar volume was lower in 1949 than in 1948 the actual dollar value of owners' salaries was lower. Coupled with the substantial drop in net profit this "indicates that owners are receiving less compensation for their management efforts, risks, and 'rent on their invested capital.'"

What's To Come?

Taking a look at the future, the study points out that "The probable result of continued upward trends of operating costs without compensatory downward adjustments of cost of goods is an excessive limitation of selling expenditures with resulting decreases in sales volume. The individual operator confronted with high costs and inadequate margins reduces his sales expense budget as soon as he realizes that the only other alternative is a loss of all profit. Such reductions of selling effort are harmful to the entire industry."

"Although current conditions do not suggest important decreases in appliance and radio prices, large increases are also unlikely. Overhead costs are likely to remain about the same dollar-wise through 1950. It can therefore be expected that direct sales producing expenditures will be curtailed before they reach the point of eliminating that profit."

"Cost of salesmen may increase some, but to a lesser extent than the current market conditions would dictate. Unless manufacturers increase dealers' margins, the overall cost of goods sold figure is likely to increase somewhat as the pressures of trade-in competition and the possible inventory losses resulting from reduction of excise taxes force markdowns."

What's To Be Done

The study points out that cost of goods sold can be reduced by action on the part of both manufacturer and retailer. The former can accomplish this by increased retail discounts and price protection on more goods. The retailer can do his part by increasing turnover, using more cautious trade-in policies and discounting payments to wholesalers regularly.

As a second remedy, the study recommends the frequent review of overhead expenditures in terms of both long and short-range effects.

Third, the study urges regular review of selling expenditures to achieve maximum return at all times for expenses incurred.

Finally, says the Association, "sound controls must be established to reduce to a minimum 'leakage' and unbudgeted expenses from credit losses, excessive returns, disproportionate cost of guaranteed service, theft, damages and similar items." *End*



A TRAINED SERVICE STAFF is first requirement for successful cost cutting. Service men and delivery staff at Urner's of Bakersfield are briefed on a new appliance by the company's specialist in automatic washers, Alonzo Krecklow.

SERVICE WITH A SYSTEM

Large volume, specialist workmen, limited warranty jobs, emphasis on shop work, plenty of parts, and a knowledge of what each job costs are the keys to the money-making service operation of the Urners in Bakersfield, Calif.

By CLOTILDE G. TAYLOR

EVERY independent electrical dealer recognizes that it is quality merchandise plus superlative service which makes his store a success. It is service which is his greatest argument in competition with the large diversified outlet and the chain store, the additional plus benefit which causes the customer to buy from him rather than from another firm which may compete with cut prices, excessive credit or flamboyant advertising.

But sometimes this type of service

seems to be a very expensive item to be absorbed within today's narrowing margin of profit. Just how much does warranty service cost you? Does your paid service bring in a profit? How much time are your service men busy handling other tasks and to what should this be charged? Is there a weak spot in your service organization and if so, what causes it? Trade-ins? Warranty work on new appliances? Small appliance service? Home calls? Repeat or careless work which must be done over?

David and Phil Urner, joint owners and operators of Urner's Appliance Center of Bakersfield, Calif., started in with the combined premise that they would give good service on everything they sold and at the same time that they would not let their service costs wreck their business. They have achieved their ends chiefly by being superlatively good at the job. For expert service, they find, is at once more satisfactory to the customer and cheaper to the dealer than half-way repairs handled by a man who attempts to be a jack-of-all-trades.

Service Makes Sales

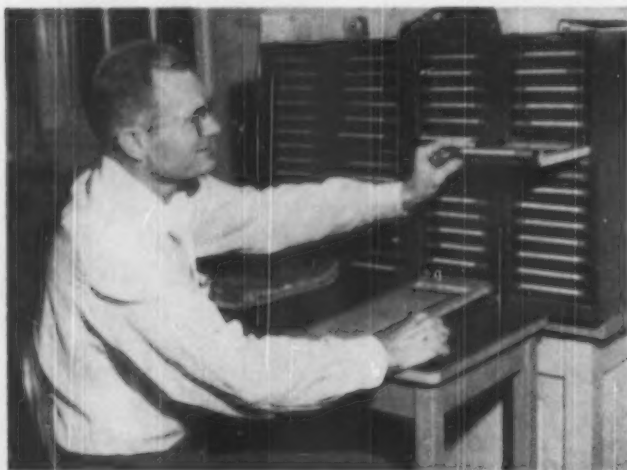
It was largely to take care of their service department that they added the Appliance Center on the outskirts of town to the downtown store which has been an appliance headquarters in Bakersfield for the past 30 years. Almost without their own volition this

postwar outlet has gradually become the selling center of the business as well. The brothers credit this in large part to the service department itself. In the downtown store appliances will be accepted for repair, but no special emphasis is laid on this work. In the Center, however, the large appliance display rooms across the front of the building are really only an adjunct to the parts and service departments in the rear.

The customer is assured by a tremendous stock of parts that his appliance can be taken care of and he is impressed when the salesman takes him out to the shops to show him the specialty departments in which washers, refrigerators, radios and small appliances are handled. Salesmen who work from the downtown store have a way of taking customers in their autos out to the other building just to

(Continued on next page)

TURN PAGE FOR
SEVEN WAYS TO IMPROVE SERVICE AND CUT COSTS➔



RECORDS ARE IMPORTANT. Wilfred Wiebe, service manager, consults the perpetual inventory file of parts. A coded system on worker's time enables the firm to analyze service costs and improve methods.



SPECIALIZING results in better work and is the cheapest way of handling a job. This department handles wringer rolls exclusively and does such a good job so rapidly that even washing machine repair work is made to pay.



SELLING PARTS as a sideline makes it possible for the store to keep a very complete stock on hand. One of the best ways to cut costs is to avoid makeshift jobs for which no parts are available, as these are expensive of labor.



FIELD SERVICE is necessary for permanently installed items and to meet an emergency, but whenever possible appliances are brought in to the shop for handling. The

SEVEN WAYS TO IMPROVE

Service with a System

(continued)

show them the service department at work. The fact that no other appliance store is in the immediate vicinity perhaps helps the customer, who can find no excuse to shop about, to make his decision.

In order to know just what their service costs the store, the brothers have adopted a system of coding work which identifies all the records turned in by the various specialized service shops. Under this system, work is divided into the following classifications:

- A. Pay Service
- B. Warranty Service
- C. Installation
- D. Delivery
- E. Maintenance
- F. Supervision
- G. Interdepartment

Each job is also numbered according to the type of equipment which is handled. Classifications here include:

- 1. Service
- 2. Small Appliances
- 3. Automatic Washer
- 4. Vacuum Cleaner
- 5. Used Vacuum Cleaner
- 6. Cooler
- 7. Dishwasher and Disposal
- 8. Dryer
- 9. Freezer
- 10. Ironer
- 11. Gas Range
- 12. Elec. Range
- 13. Used Range
- 14. Refrigerator
- 15. Used Refrigerator
- 16. Sink & Cabinet
- 17. Space Heater
- 18. Commercial
- 19. Washer
- 20. Used Washer
- 21. Water Heater
- 22. Parts

Occasionally brands are especially identified, so that it is possible to

separate records of warranty work on one particular make of automatic washer, in order to determine costs over a given period. The service employee in making out his slip for each job thus merely codes his time. If his work has been a warranty service job on a conventional washer, for instance, it is marked B-19; if delivery of a used refrigerator, it is D-15. It is thus easy to separate the time and materials used and to charge them to the departments concerned.

Most of the classifications explain themselves. Maintenance covers such jobs as uncrating, receiving freight, cleaning up merchandise. Interdepartment work is the time spent on fixing up trade-ins for later sale. Time and parts used to repair a trade-in washer are coded as G-20.

Where the Time Goes

This system has enabled the brothers to know, not guess, exactly what their service costs them. Also it has told

them exactly where the blame should be put when costs appear over-high. If warranty service takes too much time, this means that sales of new appliances should be charged with this burden and a way found to make their sale an asset, not a loss. Maintenance is either an overhead charge against a specific department—new, or used appliances, for instance—or a general item of overhead charged against the entire store. Emphasis is always, of course, on the building up of the proportion of paid service hours and on making these bring in a sizable income.

Here is a break-down of the month of February of this year:

| | |
|---------------------------|-------------------|
| Pay Service | 545½ hrs. |
| Warranty | 348 hrs. |
| Installation | 123½ hrs. |
| Delivery | 388 hrs. |
| Maintenance | 341 hrs. |
| Interdepartment | 291 hrs. |
| TOTAL HOURS WORKED | 2,039 hrs. |



REDUCING WARRANTY REPAIRS, which make up about 17 percent of the total time, is a "must". Nearly 85 percent of it is washing machine repair work. The store reduces the number of calls by instructing housewives.



KEEPING SERVICEMEN BUSY is accomplished by a backlog of trade-ins which occupy spare time. Listed under "Interdepartmental Service", this takes up about 14 percent of the men's time; provides a salable stock of used items.



greater cost of transportation is offset by a better job done in less time. These outside men are only part of Urner's large service staff.



SMALL APPLIANCE REPAIRS are money makers, but only if they are handled in sufficient volume to keep a specialist busy. They permit of flat pricing and bring people into the store, exposing them to other merchandise.

SERVICE AND CUT COSTS

This means that 26.8 percent of the men's time was put in on pay jobs, 17.1 percent on warranty service, 6 percent on installations, 19.1 percent on deliveries, 16.8 percent on keeping store appliances in shape, uncrating, etc., and 14.2 percent on the preparing of trade-ins for resale.

Time spent on warranty service is high, but the Urner analysis refutes the usual dealer complaint that the service department spends all its time on this work. A breakdown of warranty time by departments shows that 38 percent of all warranty service is on automatic washers; 21.3 percent on conventional washers; 21.8 percent on refrigerators; two percent on ironers and the rest on miscellaneous items.

A Good Job Is Cheaper

With this background of fact it is possible for the Urner brothers to know just where pressures should be put to keep down costs and increase profits.

First principle which the firm has

set as a basis for success in service work is that, if you are going to do it at all, it should be done on a large scale. It is the small firm, which has one man handling a wide variety of jobs, that finds that service costs are high. When the volume of jobs is great enough to permit the specialization of workmen, so that each man can become a true expert in his field, jobs can be handled more expeditiously, with greater profit to the dealer at the same price to the customer.

How few firms are prepared to do a complete job of service was revealed to Urner's by a recent survey which was made by one of their employees. A request for service on a small appliance received favorable replies from only two other firms in town. The rest of the local dealers evidently preferred not to carry the requisite stock of parts or to provide the staff with the adequate know-how to do the job. The result is that Urner's is one of

(Continued on page 174)



THE URNER BROTHERS (Phil and David, seated) have operated their joint enterprise for more than 30 years, with emphasis on service from the very start, and there are few angles of the business they have not analyzed. Standing are Dave's son and daughter (left) and Phil's oldest son, Jim, all in the business.

Super Saleswoman

By A. B. WINDHAM

Proving that women are as good as men, and sometimes better, Mrs. Elizabeth DuPuis not only directs the operations of Collins Appliances in Miami, Fla., as one of the few female appliance sales managers in the nation, but also is the store's best salesman and doubles as a top-notch home economist. Here is the way she works

She Plans Work of Others and Studies Her Own Job



1 EACH DAY'S WORK is planned carefully by Mr. Collins and Mrs. DuPuis, shown here looking over sales figures for the preceding day. The smile on the boss' face is a pretty good indication that they weren't bad.



2 NEW PRODUCTS, like the dehumidifier, are discussed by Collins and Mrs. DuPuis before meetings.



3 DISTRIBUTOR representative for South Florida, Ralph W. Davis (left), confers with Mrs. DuPuis and Collins on inventory matters. Mrs. DuPuis has all the necessary information at her finger tips.

ELIZABETH DuPuis has a free rein in her capacity as sales manager for Collins Appliances, actually supervising the firm's sales force of seven outside men (two years ago there were 15), clerks, drivers, and servicemen.

At morning conferences with Harley G. Collins, owner of the two-store firm, plans for the day are made and special problems discussed. She conducts sales meetings twice each week, passing on tips and ideas to the salesforce, and, in addition, talks with each individual salesman about the day's work, going along with him, if necessary, to help close a sale.

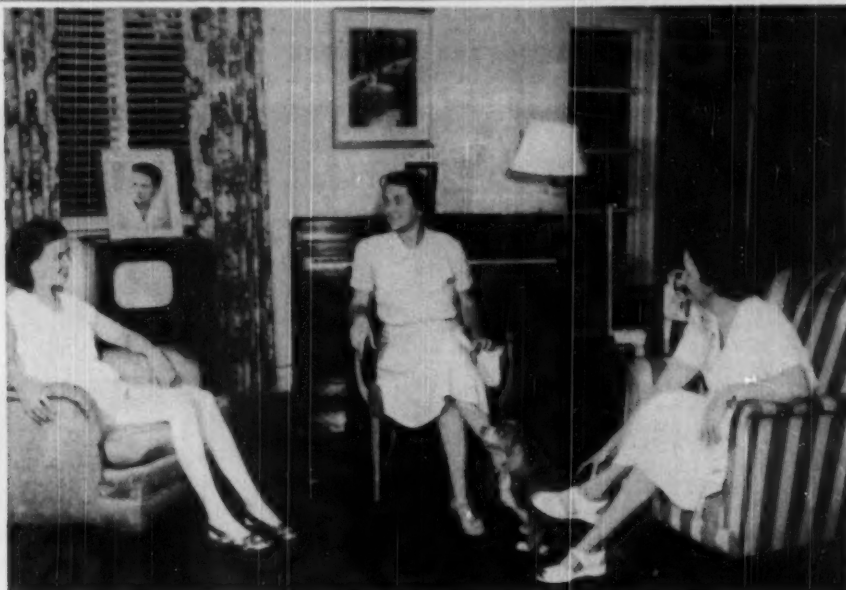
Mrs. DuPuis recently suggested and conducted a highly successful campaign on home freezers—the result of a survey which she made herself. The survey showed that many family heads in Miami's outlying areas held good jobs during the tourist-heavy winters, but that in the hot months got considerably smaller incomes. Her idea: show these families that if they owned home freezers they could put away quantities of fish, meat and vegetables and fruit during their profitable employment seasons to tide them over the lean summers.

Of Mrs. DuPuis, owner Collins says, "I'd rather have her on the job than any man I know. Her efficiency, good humor and all around helpfulness have made her the best asset the company has."

She Doubles as a Home Economist



1 **MRS. DUPUIS** hands her card to a Miami housewife as she enters the home for a friendly discussion and check-up on the customer's appliances.



2 **A CHAT** in the living room with the women of the household sets the stage for her to discuss the operation of appliances which have been purchased from Collins. Pleasant visits like this one put the customer at ease and pave the way for future business.

BECAUSE Elizabeth DuPuis personally follows up on every major appliance sale made by Collins she has a knowledge of the company's customers, their satisfaction, and the conditions and installation of each sale that male sales managers never acquire. As home economist she calls to make certain that each customer is satisfied and knows how to use her equipment. As sales manager, she can pave the way for future sales.

"My aim is to show the housewife how to best use her appliances and how to take care of them," she explains. "Every customer is different and some people need more thorough instruction than others, so it's a question of sizing up each and giving the time necessary to do the job right."

"I try to help even the proficient users by stirring their imaginations with suggestions—getting them to use their oven Thermizers for something

besides stew, for example, or opening the recipe book which comes with a range and persuading them to try an unusual recipe."

When a new appliance is delivered, Mrs. DuPuis makes an effort to get the new owner to use it, and use it properly, as soon as possible. After demonstrating an ironer, for example, she will say to the customer, "But you don't care how I iron your husband's shirts; let's see you do it now."



3 **INTO THE KITCHEN** goes Mrs. Dupuis with the housewife. Out come the recipe books and the ladies have a fine time going over ideas for new dishes and menus, as well as discussing the operation of the new electric range.



4 **CHECKING THE OPERATION** of the dishwasher, Mrs. Dupuis explains to the housewife how she can get more satisfactory use from the appliance by stacking dishes in a certain way.

TO SEE HOW MRS. DUPUIS HANDLES SALES, TURN PAGE →

She Keeps Tab on Salesmen and Repairmen

BOSSING a sales force calls for tact, understanding and real leadership.

Mrs. DuPuis trains new salesmen herself, mainly by using visual aids furnished by Frigidaire and by drawing upon her own experiences. At the semi-weekly sales meetings, she avoids getting salesmen to compete with each other for high sales volume, urges them to concentrate on beating their own previous efforts. She strives to settle questions quickly and surely and says, if she doesn't have the answer to a particular problem, "I'll get it."

For the sales force she maintains a live prospect file which is combed and checked over daily, new names being added as they are obtained and old ones dropped when they become hopeless. Every possible lead and assistance is furnished the sales force.

"I try to see that each salesman 'makes a living' at selling," says Mrs. DuPuis, "by the best use of his prospects, his outside time and the time he is allowed to spend on the floor. Mr. Collins pays them a straight commission and it is therefore up to the individual salesman to write his own salary ticket."

She has solved many a salesman's dilemma by patiently talking the problem through with him, then suggesting a different or better approach.

Mrs. DuPuis considers the delivery, installation and service men an important link with the store's customers. She therefore maintains constant contact with the service department and inspires the service men to do everything possible to keep good will by turning out first class work and giving satisfactory service. On leads which they furnish and which result in sales, the service men are allowed two percent commission by the firm.



1 IN HER CAPACITY AS SALES MANAGER, Mrs. DuPuis patiently listens to the hard luck story of one of the firm's salesmen. During his recital of how he missed the sale she mentally analyzes his technique to determine where he went wrong.

She Leads the Organization in Sales

SETTING an example to the rest of the sales personnel, Mrs. DuPuis herself leads the Collins organization in sales volume almost every month. She is extremely versatile and can demonstrate or sell a water heater, vacuum cleaner or home freezer as easily as she does an automatic washer.

"I have learned most about appliances from actually using them," Mrs. DuPuis declares. "In my own kitchen I have a Frigidaire refrigerator, range, heater, dishwasher and various kinds of electric housewares. I constantly experiment with them by preparing new menus, salads and other dishes and have learned everything about them I can. Many times I find it valuable to pass on the menus and suggestions which I have worked out to my prospects."

Since the firm also handles Maytag and Easy washers, Mrs. DuPuis has extended her studies to these lines and is adept at conducting complete demonstrations on them.

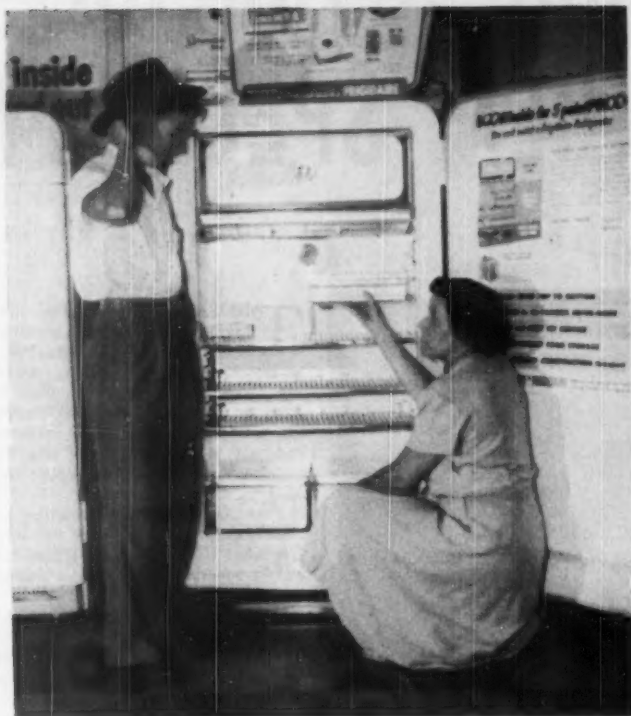
She has gained a wide range of acquaintances through a "Menu Of The Day" column which she writes for *The Suburban Review*, a North Miami weekly newspaper.

She is a decidedly big factor, according to Mr. Collins, in the more than a quarter-of-a-million-dollar business which the firm does annually.

End



1 SHE KNOWS all about the operation of electric housewares and sells them as easily as she does larger appliances. The use of such equipment in her own kitchen has provided her with many discoveries and experiences which she passes on to the customer.



2 HAVING HEARD THE SALESMAN'S tale of woe, Mrs. DuPuis goes to work and deftly shows him where he made his mistake. If necessary, she'll go out with the salesman to help him close the sale.



3 A DISCUSSION WITH TWO of the firm's service men, following an installation, gives Mrs. DuPuis the information she needs for a call on the customer. She allows them two percent commission on sales for which they are responsible.



2 SHE DEMONSTRATES appliances such as the automatic washer, then suggests the customer operate it herself. She believes that getting the customer to participate in the demonstration is a sure way to hold interest.



3 SHE SHOWS a customer the advantages of an electric water heater. She usually recalls experiences in her own home, cites fact that 80 percent of water used needs heating, that electric heater can do it better and safer.

OLDTIME DEALER Otto C. Lang chose kitchens as his specialty.



\$2,000 KITCHENS ARE THEIR SPECIALTY



OUTSIDE CALLS on kitchen prospects are an integral part of V & L Home Utilities' selling operation. Salesman Griffith makes a call at the home of Mrs. Arnold Lindquist.



MRS. LINDQUIST has some ideas of her own which she picked up from home and shelter magazines and she even shows Griffith pictures in one to convey her desires.



RESULTING SALE gives Mrs. Lindquist a kitchen of which she can be proud. Many of the features in the firm's model kitchen, such as the swing-out mixer holder, have been incorporated.

V & L GOES AFTER KITCHEN SALES

THOSE whose memories hark back to the days when curly-headed Chamberlain was busy selling the idea of the automatic washing machine will remember Otto C. Lang as an oldtime appliance dealer. He was with Bendix from the start and war work washed him into the environs of Rockford, Ill. (pop. 84,637).

There he resumed the retailing of electrical appliances. But he soon saw what had not existed before the war, a superabundance of dealerships in that town.

Believing that the strategy of the times called for specialization, he chose kitchens (St. Charles). He did more than that. He moved upstairs in a building at 610 E. State St., dressed the place up to look like an architect's studio, with palette-shaped desks, brilliant swatches of color and fashionable lighting. It is the idea of the V. & L. Home Utilities Corp. to start where others leave off. When a Rockford man (earning \$6,000 a year and up, as a rule) says to his wife, "Honey chile, instead of a mink coat I'm going to buy you the cutest little kitchen that you ever did see," he usually takes her out to look longingly at the various sidewalk window displays. There, frequently baffled by the answers to his how-when-why-what questions, he wonders if there is not an easier way.

The upstairs studio of V. & L. is worth a try. He has heard of the place from friends—and in Rockford the upper crust usually rub noses. A trip to the studio brings him in contact with men like Jack Griffith, who has had, as an engineer, a lot of kitchen planning experience. He sees that the couple views a modest kitchen and another featuring the last word. The couple see things like dryers of tea towels, maple counter tops for slicing tomatoes, tricky ventilators over the kitchen range. They sit down and have a long talk with a young man who is adept with a pencil and pad. If there are color combinations to be suggested, a sketch is roughed up. In many ways V. & L. go against the growing practice in kitchen planning to sign them up quick. Rather, the V. & L. thinking is that if the man is serious, give him a complete plan and he will appreciate the expertness shown him.

Most kitchens they install sell for \$2,000 and up. Nevertheless, they

Veteran Otto Lang licked the problem of competition in Rockford, Ill., by specializing in kitchens—and out-specializing other kitchen dealers with expensive merchandise sold from a plush second-floor store

By TOM F. BLACKBURN

will gladly put in a small one and foresee a lot of this sort of business.

The company has a setup with a plumber who installs piped-in appliances for hourly rates plus a 15 percent commission. It has its own painters, electricians and carpenters. The job moves swiftly through once the order is rolling. Nine out of ten sales are for cash.

In more than 50 percent of the deals the purchase of a new appliance is involved. Otto C. Lang is in position to roll back the accordion-pleated doors and show his customer a stock of appliances which up to then had been in the unobtrusive background.

Callbacks Help

So far, most sales have risen from the use-the-user basis. V. & L. make frequent callbacks on their old customers. The experts will go out 150 miles if necessary to do the job.

In dishwasher sales, where one is not bought, the boys are able to talk the customer into taking a 27-in. cabinet and do the rough plumbing-in. Here, later, a dishwasher may be installed. Does the customer go for the idea? Yes, every time. Incidentally, fully 80 percent of dishwasher sales are sold in complete kitchen jobs.

Who Buys Dishwashers?

Best prospects for dishwashers in Rockford are educated people who want to duck the drudgery of work and to be with their children. With maids costing a lot of money, even in Rockford, the fact that the dishwasher will work for 2½¢ an hour is appealing.

It has been estimated that a housewife with a full sized family puts in nearly two hours a day washing dishes. V. & L. eliminates 1½ hours out of every two by means of a dishwasher. That figures out to two days a month, or to approximately 26 days a year. Most Rockford women figure their time worth a lot more than 2½¢ an hour. There is not a dishwasher that V. & L. has sold that has not been kept operating every day since it has been put in. Even Mrs. Arnold Lindquist, 309 Calvin Park, who has a family of two, told ELECTRICAL MERCHANDISING that she didn't know how she had gotten along without it.

Kitchen business deals with the soundly financed folks in the neighborhood, says Lang. It's a quiet business, but a satisfactory one. *End*



LUXURIOUS model kitchen in second floor salesroom of V. & L. Home Utilities Corp. so enthralls this walk-in prospect that she can scarcely concentrate on remarks of salesman who is trying to discover her general needs and ideas.



UNUSUAL FEATURES, like this electric dryer for tea towels, are demonstrated by salesman Jack Griffith. He is careful not to call them dish towels; modern kitchens have dishwashers.



IMPORTANCE OF a maple surface on one counter of kitchen is demonstrated by Griffith. V. & L. creates homelike atmosphere by keeping cabinets filled with food.



INITIAL REFUSAL of prospects to include a dishwasher in their kitchens is often turned into a later sale by substituting a 27" cabinet, installing rough plumbing.



LAYING OUT the kitchen in perspective and in color helps to close sales. Drawing equipment is located right in model kitchen so salesmen can visualize prospects' ideas immediately.

V. & L. SELLS PROSPECTS IN THE STORE

Store Hours: 9:30 to 5:45

Marshall Field & Company

The Store of the Christmas Spirit

These prices through
December 31



give her a
General Electric
automatic dishwasher-
sink and Disposall,
here for Christmas
at an installed price

In five minutes for Christmas and ready to work!
See Christmas dishes, if you order by December 15

General Electric automatic dishwasher
\$389⁹⁵

General Electric automatic dishwasher
\$149⁹⁵

Now you can forget about installing and repairing appliances with
give her flat rate service, and you know they are the best
the time to make her day. You can see for yourself how easy
to see in your own home. No more old-fashioned home sales - stop
for her. She'll be waiting for you. She'll be waiting for you. She'll be waiting for you.
Thank you, if you can't wait. Stop by today. Stop by today. Stop by today.
at her kitchen by Christmas day. After that, through December 31,
Christmas made by Christmas on a flat rate basis through December 31.
Appliance Center - 444 N. Dearborn, Chicago, Ill.



General Electric
automatic
dishwasher - sink
combination



General
Electric
Disposall
food disposer

1. All the features of the General Electric automatic dishwasher
2. General Electric Disposall food disposer
3. General Electric Disposall food disposer
4. General Electric Disposall food disposer
5. General Electric Disposall food disposer
6. General Electric Disposall food disposer
7. General Electric Disposall food disposer
8. General Electric Disposall food disposer
9. General Electric Disposall food disposer
10. General Electric Disposall food disposer

1. Takes all food waste, including bones
2. Simple and easy to use and you can still water
3. Works in a single one line connection
4. When cold water is turned off, water stops automatically
5. Two to five "load" and it will work as well as new
6. No waste of water or time

See for yourself on convenient General Electric Disposall
Stop by today. Stop by today. Stop by today.

A gift from Field's means more

ONE RESULT of Henrikson's efforts was this Marshall Field & Co. advertisement run last December, the first in Chicago's history to offer dishwashers and disposers on an installed-price basis.

Diplomacy Sells Plumbers on Cooperation

Misunderstanding of each other's field, aims and problems was the chief obstacle to plumber-appliance dealer harmony, reasoned Chicago distributor R. Cooper Jr. So he sent an ambassador to the plumbers—with these results



APPLIANCE AMBASSADOR Robert E. Henrikson invaded the plumbing industry to explain how both appliance dealers and plumbers could profit from a cooperative program for the installation of piped appliances.

TEN days before last Christmas, Marshall Field & Co. in Chicago ran a one-page advertisement suggesting dishwashers and food disposers as Yuletide gifts. The copy was confusing and the timing was bad, but there was one significant item in it which was history making.

These piped-in appliances were offered at installed prices.

Back of this offer is the story of a lot of diplomacy. It couldn't have happened if R. Cooper, Jr., Chicago General Electric distributor, had not once been a heating supply distributor who knew plumber thinking.

When the advertisement ran, there was an arrangement in effect with eight plumbers scattered geographically about Chicago. They had agreed to make the installations for \$100 apiece, flat price, on normal jobs.

This had been worked out as a result of a lot of legwork by R. Cooper, Jr.'s ambassador to the plumbing trade, Robert E. Henrikson.

The Situation Encountered

It is no secret that master plumbers in general have resented the invasion of their field by appliance dealers. There is a strong feeling that plumbers should only install what they sell and should sell everything that calls for piping. Citizens who in the past bought from electrical dealers and turned to plumbers for installation encountered prohibitive installation charges or flat refusals. The piped in appliance picture in Chicago was anything but cheery and a cat and dog attitude was general.

Studying the Chicago situation, this was about the picture with the town's 550 master plumbers:

1. About 50 were big time operators

who didn't fool with appliances at all.

2. Some 39 sold appliances. Of these the *Chicago Tribune* 1948 survey showed that 34 were independent. Five were chains. Ten did a volume under \$50,000; 27 did \$50,000 to \$250,000 and one (Sears) did over \$250,000.

One Type of Plumber Is Interested

This left 461 whose location and capitalization caused them to depend largely on small contract work and service for a living.

In his talks with the plumbing trade, an ambassador was able to point out that there was no doubt that plumbers controlled the installation. On the other hand, they were not making the sales because they did not have sales experience or a sales set-up.

A plumber might find it easy to sell a \$150 sink, but a \$500 dishwasher-disposer combination stopped him, because of a lack of sales facilities.

The major appliance dealers had what it took in this regard. Of 1,974 in Chicago some 922 did a volume of \$50,000 to \$250,000 and 214 ran over \$250,000. This was the kind of leverage that the plumbers needed.

There was no reason at all why plumbers could not work their way into becoming merchants, and 39 were doing it, the *Tribune* records showed. Some of the 461 in the service field could spread out in this direction, if they had the proper locations and display space.

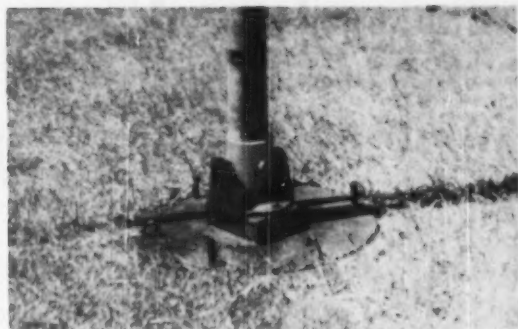
Why not dip a toe into the business—why not feel their way into this new area?

As a result of these talks, eight, in strategic locations, agreed to try out installations on a flat price. Should

(Continued on page 92)

Portable TV Tower Aids Fringe Demonstrations

You can't sell TV sets in a fringe area unless you can prove good home reception, so dealer Maurice Harold of Bristow, Okla., designed a portable mast which makes home demonstrations both possible and convincing



TOWER BASE rotates on metal plate to facilitate orientation of antenna. Plate is held to ground by three metal rods which have been driven into the earth. Hooks on plate are connected by chains to tripod supports.

THE toughest problem in television set selling for the remote small town dealer has been whipped in Bristow, Oklahoma, by Maurice Harold of Harold Radio & Sound Service.

In big city areas where TV stations are located the problem of picking up signals is not great. Generally home demonstrations can be given without outdoor antennas. But in scores of smaller cities and towns surrounding each major city where stations are located, and especially in fringe areas, such demonstrations can not be given.

Store demonstrations often fail to deliver the required picture for selling purposes; business district interference is too great. Dealers have also learned that demonstration in the prospect's own home almost always gets results.

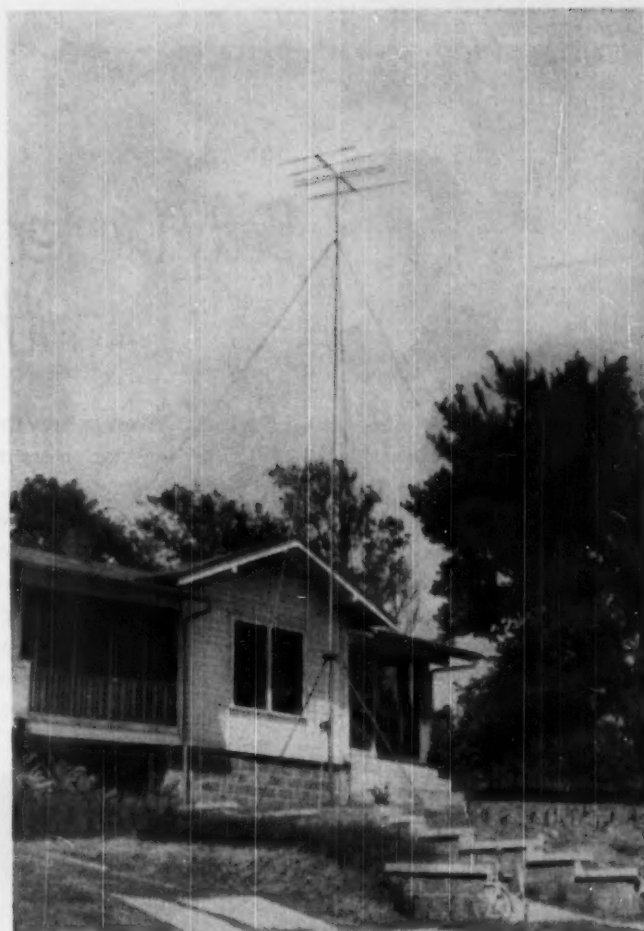
Harold solved this problem by development of his own portable television antenna, shown in accompanying illustrations. In the photographs at right it is set up in front of a home where the demonstration is being given. It consists of a three part telescoping mast made of light pipe with pins holding each section to the one below. The antenna itself, up top, is detachable.

Four guy ropes lead from the top mast section and are anchored to long metal rods which are driven into the ground. The ropes are tightened after the rods have been driven into place.

Tripod Base Gives Stability

The base, shown in the picture above, is held in place by a flat plate through which three metal rods are driven into the ground to hold it in position. The pipe is pivoted in two planes for easy erection and rotation. A tripod is formed of pipe, as shown in the third picture, and attached to the bottom mast section about 10 feet off the ground by means of conventional hinges welded to a ring that permits mast rotation. Chains lead from the bottom of each of these tripod pipes to the mast-base itself and are attached by hooks that may be adjusted to fit each individual location.

This portable television antenna is erected by Harold in less than hour and dismantled in from fifteen to twenty minutes. The three-section mast telescopes into the bottom section, braces are folded to the side and the whole unit can be carried in an ordinary light pick-up truck. *End*



ERECTED in front of a prospect's home, dealer Maurice Harold's portable TV tower makes it possible for him to give home demonstrations that prove his sets will operate in the fringe areas of Bristow, Okla. Tower is erected in less than an hour, disassembled in 15 or 20 minutes.



PIPE TRIPOD gives the tower extra stability, although ropes from top of tower to stakes do main holding job. Tripod rods are connected to mast by metal collar which permits mast rotation for antenna orientation.



Betty Crocker has a way with men customers, too!

Everybody knows the tremendous influence Betty Crocker has on women's buying habits. Every year on her recommendation U. S. women buy millions of General Mills products—General Mills Appliances included, of course! Now in this appealing Christmas ad, Betty Crocker will prove she has a way with the men (as well as the women looking over their shoulders) when it comes to selling them on completely modern General Mills Appliances. So look for lots of men among the record number of gift-shoppers asking you for "the appliances sponsored by Betty Crocker."

YOUR CUSTOMERS WILL READ THIS AD IN LEADING PUBLICATIONS:

- Nov. 26 *American Weekly* —right on page 3!
- Nov. 25 *Sat. Eve. POST* —BACK COVER!
- In the December issue of the *Woman's Home Companion* and leading farm magazines.

They'll hear about it on:

- Betty Crocker's daily radio program.

See it brought to life on:

- Betty Crocker's sensational new television program.



Betty Crocker is a trade name of General Mills, Inc.



GENERAL MILLS HOME APPLIANCES, 1620 Central Avenue, Minneapolis, Minn.



A FRIENDLY SMILE, interest and sympathetic attention are the assets of Mrs. Falba Johnson, counter receptionist of Royal Supply Co. She follows closely the old adage that the customer is always right.

\$60,000 a Year On Housewares Repair

They have several different kinds of small appliance service at the Royal Supply Co., New Orleans—special, rush, loan, cleaning, estimate—but they add up to \$60,000 a year volume for the firm

THE business of servicing electric housewares is an art with the Royal Supply Co., of New Orleans, La. The owner and operator of the business, Eben T. Watkins, is a specialist who has established his reputation by (1) satisfying the customer, (2) looking after the interests of the manufacturer, and (3) taking care of himself with a reasonable margin of profit.

Handling factory parts and service for almost a score of manufacturers, Watkins believes in the doctrine of "personalized" service. This means that each service job his firm undertakes is treated as a personal obligation to the customer that the repairs on his appliance will restore it to a peak of operating performance which the manufacturer built into it.

To guarantee this kind of service, Watkins maintains a work routine on all repair jobs which, when analyzed, reveals his success in satisfying both the customer and the manufacturer. Following are some of his established practices:

(1) *Cleaning the appliance.* After repairs to mixers, toasters, irons, fans or other electric housewares are completed, the unit is turned over to a

worker who specializes in cleaning it thoroughly. Rust spots, grease, dust and grime are removed, and chrome and enamel parts cleaned and shined before the appliance is returned to the customer. This service is performed without extra charge.

(2) *Special rush jobs.* If the customer is from out of town and brings an appliance in for repair, Watkins will make every effort to repair it while the customer shops around town, and have it ready for him before he departs from the city. Much of this type of work comes from hotel occupants. An electric razor, for example, will be picked up by a Watkins messenger, brought in, repaired and returned to the customer before 5 p. m., prior to his check-out hour.

(3) *Special service to department stores and utilities.* Many times customers of department stores and of the New Orleans Public Service, Inc., desire immediate service which the store or the utility is unable to provide. The Royal Supply Co., undertakes such work for these agencies and at the present time, has approximately 50 tie-ups with department stores, hardware stores and other selling agencies in New Orleans. On repair work

for such agencies, the Watkins firm allows 25 percent discount on repairs and parts, and charges factory list costs on labor, or a minimum of \$1.50.

(4) *An unconditional 90-day guarantee.* Watkins stands behind all work his firm undertakes, with a three-months guarantee on any repair out of the warranty period.

(5) *Reports on the condition of appliances.* After a piece of equipment is repaired and restored to working order, the Watkins workmen make a complete report on any other defects or weaknesses which may be apparent, and this information is passed on to the customer. Should he desire to have these other defects remedied, the job will be done for him but in no case is additional work, other than that ordered, done on an appliance without an order from the customer.

(6) *Elimination of labor costs.* Wherever possible, labor cost of repairing or reconditioning an appliance is eliminated for the customer. For example, if a customer is dissatisfied with a new appliance, Mr. Watkins will take it in, send it to the factory for him and after it is repaired or adjusted, will deliver it back to the customer free of charge. This is one of

his ways of looking out for the factory and taking care of the manufacturer, while assisting the customer. On minor work or adjustments to small appliances, labor costs are rarely charged, and savings are effected for the customer in other ways.

(7) *Maintenance of a complete stock of parts.* One of the things Mr. Watkins hates to tell any customer is: "I'm sorry, but we haven't got the part needed in stock right now and it may take a few days to get it." A large section of his big shop at 640 Baronne St., is devoted to his \$10,000 stock of parts, which is kept as complete as possible at all times. On the shelves of this section, each part is arranged in an orderly way with its name and price tagged on it, and any member of the Watkins staff can instantly tell what parts are available.

(8) *Customer accommodations.* While an appliance is being repaired, if the customer suffers an inconvenience without it, the company will lend him a similar one for use until his own is in working order again. No charge is made for the accommodation. Irons, toasters and fans are frequently loaned out through the plan.

(Continued on page 88)



THIS HOUSEWIFE learns that prompt, accurate and dependable service on her iron is forthcoming as Ray Puigh, shop foreman, accepts it for repair while Eben T. Watkins (right), owner of the firm, writes up her order.



PLANNING for their payday canvass of Glenn's Ferry, Idaho, insured George Detweiler (rear) and David Hilty of Detweiler Brothers that every one of 2,000 homes in the area would be covered by the doorbell-ringing crews.



SHIPMENTS and installations of Bendix washers followed almost immediately on the heels of canvassers—even though the campaign city was 90 miles away from Detweiler headquarters in Twin Falls.

Payday Canvass Sells 200 Washers

Detweiler Brothers, Inc., first bombarded every Glenn's Ferry, Idaho, family with three mailings, then, right after payday, moved in with sales crews to take orders from one out of every 11 homes and followed up with immediate installations and home demonstrations

PROMPTLY at 8 a.m. the invading forces hit town.

For 15 days the townspeople had been bombarded—and softened up for the attack. As B-Day dawned (Bendix home laundry day) a merchandising bridgehead was already established.

Within nine days the 2000 house holds in Glenn's Ferry, Idaho, has been captured. The score: One out of eleven homes bought a new Bendix home laundry. More than 200 sales were made, a gross of nearly \$50,000!

And Detweiler Bros., Inc., had wound up its most successful merchandising venture in 25 years as one of Idaho's biggest merchandisers.

Behind the mass selling technique at Glenn's Ferry was a carefully laid campaign, mapped out in Detweiler's GHQ at Twin Falls, Idaho, some 90 miles from Glenn's Ferry.

When George H. and Claude E. Detweiler decided on the house-to-house campaign in Glenn's Ferry they knew that no franchised dealer operated in the town. They also knew that as a town where about 90 percent of the inhabitants were employed by the railroad, paydays came the 1st and 15th of each month. This was the kingpin of the entire campaign. To have arrived before payday would have doomed the entire invasion to failure. Thus, the house-to-house canvass crews were geared to arrive the Monday after Saturday payday. With this date set, Detweiler's began to prepare the population for the all-out merchandising attack.

Single-minded Campaign

It was decided, first, that one and only one item, the Bendix home laundry, would be pushed. This single-mindedness simplified the campaign, made installations once the laundry had been sold easier and more likely to fall into production-line methods. It also simplified accounting and handling problems.

Because payday was of such crucial importance in the campaign, Detweiler's knew that it must be a quick, complete invasion—and must be wound up in record time.

To prepare the population, three mailings were sent out. The first, which like the following went to every

single post office box holder in the town (2165 in all), was mailed from Twin Falls 15 days before B-Day. It was a standard Bendix home laundry mailing, in two colors (bright orange and black) to attract attention, and pictured a housewife pinned down with clothespins, with the caption, "Pinned Down by Drying Clothes?" Inside, the pamphlet emphasized the Bendix automatic dryer and the banishment of clothes lines, clothes pins and clothes poles. Detweiler's stamped its firm name on the back of this mailing. No mention whatever was made of the coming invasion by canvass crews.

Five days later, 10-days before B-Day, a second mailing went out to the identical mailing list—to every Glenn's Ferry householder.

This mailing was more technical, a loose-leaf single sheet, printed on both sides, which emphasized and explained how the Bendix De Luxe Washer, Model B, worked. The campaign standardized on this model. Specifications of the washer, with diagrams, capacities, cycle of operations, simplicity of controls, etc., were described in this mailing.

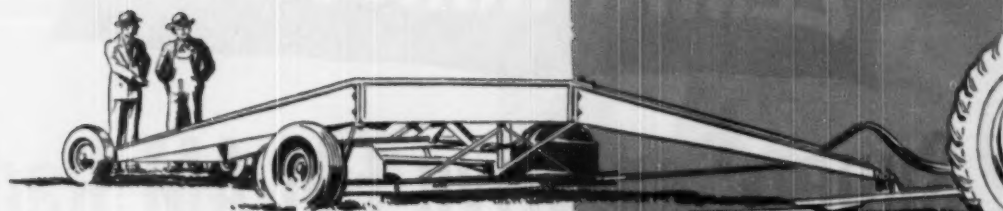
Four days later, and geared to arrive on B-Day, a third mailing was dispatched. This one, a reprint from a two page Bendix home laundry ad in *Life* magazine, added the human interest factor. It showed an installed unit, how household drudgery was cut or eliminated.

The Thursday before B-Day Monday, Detweiler's took a quarter page ad in the local Glenn's Ferry weekly. It, like all the previous "softening up" mailings, made no mention of a house-to-house canvass; no mention of on-the-spot salesmen. It merely continued to plug the Bendix Home Laundry.

Sales Crews Cover Town

Then, promptly at 8 a.m. Monday morning—with the dawning of B-Day, sales crews arrived in town from Twin Falls. Detweiler's had gone to great trouble to map out the town. Tentatively each salesman was to call on 60 households. Each, long before he left Twin Falls, had his district, his assigned number of houses, and had attended several briefing sessions. The invasion of Glenn's Ferry approached

(Continued on page 96)



Machines from Mars . . .

Land plane . . . Used to level land before installing irrigation . . . up to 60 feet in length, 10 feet wide.

Holding chute . . . For dehorning cattle, has self-locking squeeze, head lock, and gate in front.

Contour plow . . . At row ends, the operator turns, rolls the bottom over, plows same furrow, in opposite direction.

Cow's coat brush . . . With electric rotated strong nylon bristles, gives cow a massage and currycomb at same time.

Multiple machine . . . Rolls, levels, harrows, pulverizes and packs in a single time-saving operation.

Rain gun . . . Rotates in a full circle, covers wide area, gives even distribution of moisture.

Superman sprinkler . . . Mounted on wheels, makes it easy for a man to move a quarter-mile pipe line.

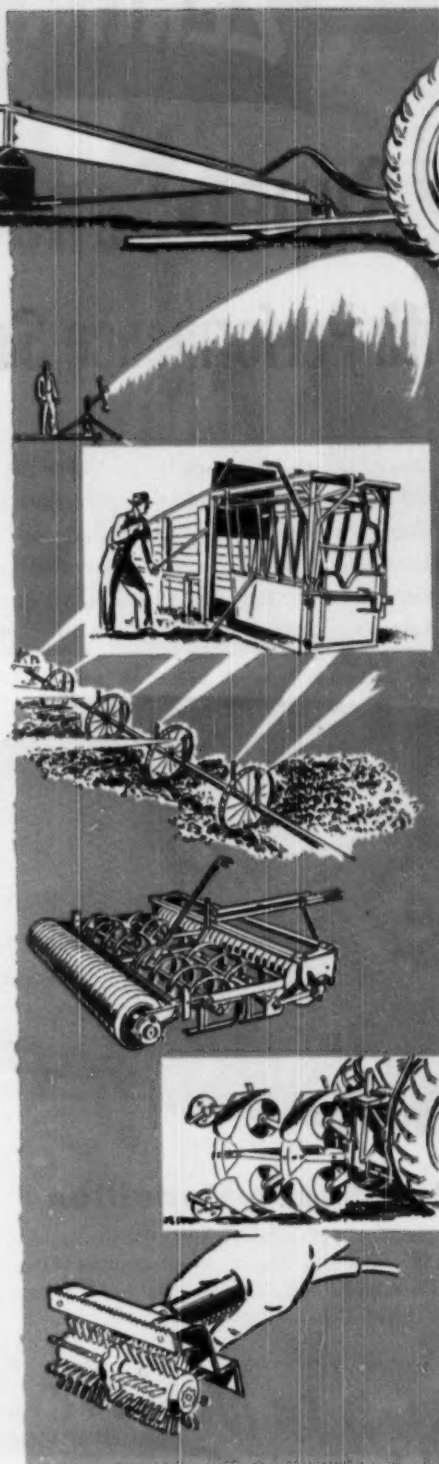
Not Martian marvels or Rube Goldberg inventions . . . but practical, newly designed devices, functional farm equipment, and modern machinery that lighten labor, save steps, increase efficiency . . . are profitable investments for the business man farmer.

Farming today is not done with pitchforks and hand plows but with specially designed machinery.

Progress and research is current, continuous, and prolific. All the items pictured are from a single recent issue of **SUCCESSFUL FARMING**!

SUCCESSFUL FARMING is the handbook, guide, and manual to better farming machinery, methods, and techniques, increasing production and profit for the nation's best farmers . . . with the best soil, best brains, best mechanization, and best incomes—50% or better than the average US farmer!

Concentrating more than a million of its 1,200,000 subscribers in the fifteen rich agricultural Heart States . . . in a market mostly missed by general magazines . . . **SUCCESSFUL FARMING** gives the penetration needed for top performance, maximum sales to today's best electric goods buyers! Get full facts from the nearest SF office. **SUCCESSFUL FARMING**, Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.



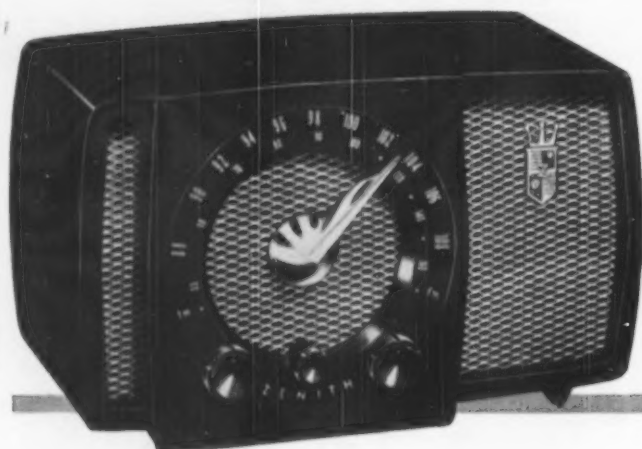
ZENITH ANNOUNCES

2 Super-Sensitive FM-AM Radios with Performance Superiority that makes Sales!

Again Zenith lengthens its lead over the FM-AM field—with new and better versions of the Zeniths that were already the industry's two best sellers. With Zenith's unrivaled Super-Sensitive FM, they bring in a wealth of entertainment, static-free and real as only genuine

FM can be. Truly . . . radio at its finest!

Their newly designed cabinets are the style highlights of the radio year. Of course, both have Zenith's famous Long Distance AM, big Zenith-built Alnico speakers and other Zenith advantages.



New Super-Medallion

Genuine Super-Sensitive Zenith-Armstrong FM plus Zenith Long Distance AM—automatic volume control—built-in Wavemagnet* and Light-Line Antenna—cabinet of beautiful maroon plastic with Roman Gold mesh grille and tuning indicator.



New Super-Triumph

The same Super-Sensitive FM and Long Distance AM as the Super-Medallion, plus new broad-range tone control—jewel-like on/off indicator—maroon plastic cabinet with "Flexo-Grip" carrying handle—Roman Gold embossed dial.

Zenith is No. 1 for '51!

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS
Over 30 Years of "Know-How" in Radionics Exclusively
ALSO MAKERS OF AMERICA'S FINEST HEARING AIDS



Idea Digest



TIE IN WITH SPECIAL EVENTS: Since Duluth's population is largely Scandinavian, Duluthians turned out en masse to welcome a Swedish ship which picked up a cargo of Coolerator refrigerators at the factory. At left, the ship's captain, Per Lejmark, accepts a message for the Coolerator distributor in Sweden from Wayne T. Young, vice-president of A. J. Alsdorf Corp., Coolerator export



representatives, and S. W. Skowbo, Coolerator comptroller. At right, Eric Eneroth takes advantage of an offer made by Daugherty Appliance, Duluth dealer, and records a plea to relatives in Sweden for letters. If Eneroth succeeded in locating his relatives, with whom he had lost contact since 1938, Daugherty's intended to follow up with a human interest story in local papers.



GIVE ELECTRIC HOUSEWARES SPECIAL DISPLAY: Sales of electric housewares have jumped for Morganstern's, Philadelphia, since the firm gave them equal display with major appliances. Double decker shelves at eye level aid self-service and easy inspection, and make it unnecessary to concentrate small appliance displays in one section of the store.



ATTRACT CHRISTMAS TRAFFIC: To make his store stand out during the Christmas rush, a Missouri retailer pulled a switch on the familiar stickers seen on holiday gift packages, and put a "Please Open Before Christmas" sign on his door. Painted in bright colors, framed in red satin and trimmed with bows, it brought him record traffic last season.

ANNOUNCING Honeywell's TM

UNIVERSAL CLOCK THERM

ONE *Chronotherm circuit* FOR ALL APPLICATIONS*

HERE'S the clock thermostat that is rapidly finding its place in the millions of homes now equipped with automatic heating systems. Every one of these homeowners wants day-nite control for convenience and economy—the market is unlimited! Strong national advertising is bringing the TM Clock Thermostat to their attention—gaining the acceptance and creating the preference that makes sales easier for you.

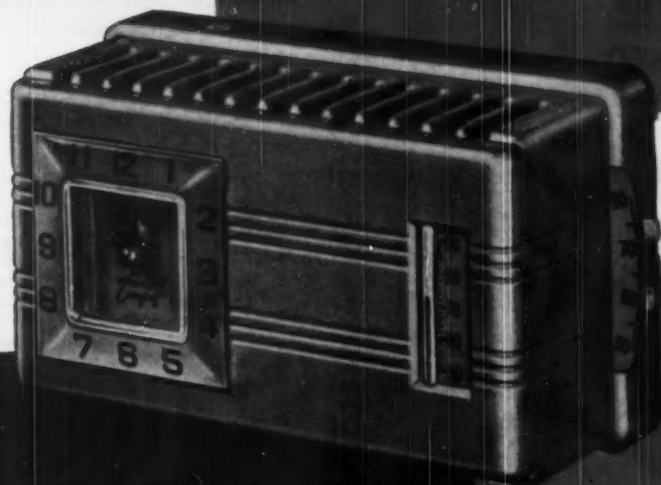
Equipped with the precision quality of Thermostat Magic, this new Universal TM Chronotherm offers the usual comfort factor of automatic nite-set-back, plus the automatic return to desired daytime temperatures.

Because the Universal TM Clock Thermostat now comes in one basic model, attractively packaged with eye-catching display material available, stocking and inventory problems are eliminated. The Plug-In type Chronotherm becomes a natural for over-the-counter sales as the homeowner can easily install it.

Start, now, to swing your inventory to just one convenient model—the Honeywell Universal Chronotherm, leader in the field. You'll find it a highly profitable item. Minneapolis-Honeywell, Minneapolis 8, Minnesota. In Canada: Toronto 17, Ontario.

*Designed to fit ALL automatic heating applications, Honeywell's TM Universal Clock Thermostat is engineered and tested to give you the finest thermostat money can buy — at no extra cost to you.

MINNEAPOLIS
Honeywell
FIRST IN CONTROLS



it's
**Thermostat
Magic**

**EASIER
TO SELL**



**ELIMINATES
STOCKING
PROBLEMS**



**MAKES
INVENTORY
SIMPLE**



**NO MORE
MATCHING
OF HEATERS**



**NEW
SIMPLIFIED
INSTALLATION**



Now, FOR THE FIRST TIME . . .

One Chronotherm packaged two ways for your convenience. The TM 848A Plug-In for replacement jobs — the TM 850A for all new or concealed wiring installations. Makes stocking, selling and installation . . . Simple as A B C.

....INCREASE YOUR SALES!



IT'S THE NAME YOU HEAR OVER and OVER and OVER WHEREVER SIGNS ARE USED

PLEXIGLAS for Thor

Because they're luminous yet glare-free at night, PLEXIGLAS signs are highly visible and readable, even at great distances. Equally brilliant in day-light, PLEXIGLAS gives 'round-the-clock point-of-sale identification to hundreds of Thor dealers.



PLEXIGLAS for Chambers

Signs of all shapes, sizes, colors and designs can be produced from PLEXIGLAS. One-piece sign faces are readily formed and can be combined with other sign materials—easily decorated with fade-resistant coatings—lighted in a variety of striking ways.

PLEXIGLAS for Youngstown

Increased brilliance with reduced lighting costs makes PLEXIGLAS signs the choice of more and more cost-conscious merchandisers. Less wattage is required to illuminate the translucent faces from inside. And servicing is just the easy replacement of standard, inexpensive lamps.



PLEXIGLAS for Apex

Resistant to age, weather and breakage, PLEXIGLAS has proved itself practical for giant outdoor displays as well as smaller interior signs. PLEXIGLAS is a true outdoor plastic—but a glamor material as well. No other type of plastic offers its unusual combination of advantages.

PLEXIGLAS for Bryant

Many times stronger than glass, and less than half as heavy, PLEXIGLAS offers real economies in shipping, erection and maintenance. Carriers accept it at straight first-class rates. And shatter-resistance keeps PLEXIGLAS on the job year after year.



PLEXIGLAS for Magic Chef

Decorative coatings are easily applied to transparent PLEXIGLAS. Applied inside, they are safeguarded against damage by the weather-resistant acrylic plastic. Interior lighting units receive the same protection—thus reducing maintenance costs still further.

PLEXIGLAS for You?

Yes—if you want the most brilliance, the most legibility, and the most operating economy in your signs. Send today for our new booklet, "PLEXIGLAS for Signs", and see how many ideas it will suggest to you. Be sure to tell us about your specific sign problem.



All of the PLEXIGLAS signs illustrated above are manufactured in volume by Neon Products, Inc., Lima, Ohio. Interior-lighted with Slimline lamps, the PLEXIGLAS faces of these "Plastilux 300" signs light up with 300 lumens per square foot. Full color and full reproduction of exact trademarks and copy, give unusual visual impact day and night.

PLEXIGLAS is a trade-mark, Reg. U. S. Pat. Off. and in principal foreign countries.

**ROHM & HAAS
COMPANY**

WASHINGTON SQUARE, PHILADELPHIA 6, PA.

SOUNDING OFF

Quotable excerpts from recent speeches

H. F. BERSCHÉ, renewal sales manager of RCA's tube department, in a speech to the National Electronics Distributors Assn.



"Electronics distribution is a young business; it's the fastest growing industry on earth. So let's examine the electronic renewal market. By the end of this year your home and auto radio market will contain 600 million active receiving tubes. By 1955 the home and auto radio market will contain over 800 million active sockets. By the end of 1950 there will be ten million TV sets in operation. What does the possibility of 38 million television sets by 1955 mean to you? Thirty-eight million TV sets will add to your market a total of some 700 million active sockets. Your 1950 replacement market of 350 thousand picture tubes will, in 1955, have grown to approximately five million. Each TV set in operation will require an average of four hours of maintenance time each year. That means 150,000,000 hours of work for the 1955 TV technician . . . full time employment for 75 thousand technicians."

D. A. PACKARD, Kelvinator household sales manager, in a speech to the San Diego County Bureau of Radio and Electrical Appliances.



"Your future business in years to come is more dependent on the attitude of your customers to the products you have sold them than it is on anything else you will ever do of an advertising and sales promotion nature. Good service rests essentially in the hearts and minds of the owners and top executives of our retail stores. If vigorous belief in it does not exist there, it can't be expected to be developed by someone down the line. On the other hand, in those organizations where the interest in and attention to good service stems directly from the constant interest and attention of the top executive, the entire organization follows his example."

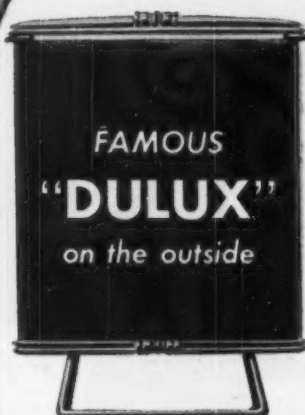
JOHN R. HURLEY, president of Thor Corp., at the Western Radio-Television and Appliance Trade Dinner during the San Francisco summer markets.



"I suppose the number one question in all your minds is, 'What should I as an appliance dealer do?' If we all can keep from making the same mistakes over again we should profit considerably. So let's talk about some of the practices that crept into the business postwar. First of all many dealers found themselves behind the eight ball because they collected a lot of money from customers as down payments on merchandise which they hoped to deliver. That would have been all right if they had put the money in escrow. But too many didn't handle it that way. Secondly, dealers found themselves with many, too many lines. In fact, many dealers had such an array neither they nor their salesmen knew anything about them. We as manufacturers made a similar mistake by putting on too many dealers. There is a suggestion I would like to make. You once discovered that people would buy ironers if you tried to sell them. Maybe we could do that all over again. While there will be some shortages of laundry equipment there is no reason for panic buying. You may have to take a notch in your belt but let's not get panicky."

Du Pont announces a NEW finish for refrigerator interiors

Now you get twice
the sales kick



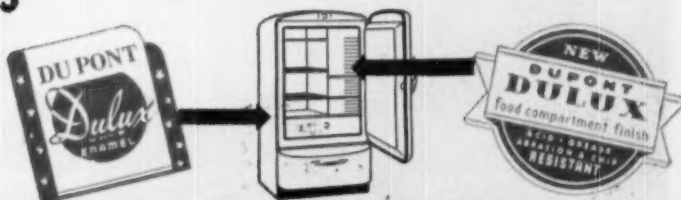
You'll see a knowing look in the eyes of your prospects when you point to the DULUX Enamel seal. Millions know the name Du Pont. And they know that a DULUX-finished exterior is good for years of service . . . rigidly pre-tested for color retention, washability and mar-resistance. Famous DULUX has helped sell over 20,000,000 refrigerators as well as thousands and thousands of other home appliances. So point to the DULUX Seal . . . and when you open the refrigerator door—



Show your customers the DULUX Food Compartment Enamel Seal to make your sales story doubly effective. New DULUX Food Compartment Enamel for refrigerator interiors is another example of Du Pont research that has proved itself both in laboratory tests and in home use . . . provides gleaming protection for years. More and more brand-name cabinets are finished both inside and outside with DULUX. Look for both identifying seals . . . and feature them when you sell!

USE THESE SEALS TO CLOSE YOUR DEALS

"DULUX" IS AMERICA'S LEADING
HOME-APPLIANCE FINISH



The Better the Finish—The Better the Buy



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

DULUX Refrigerator Finishes



BLACK-DAYLITE TELEVISION

**BIG
17"**

17C101. 17" rectangular black tube. Genuine mahogany or blond veneered cabinet with finely figured doors and swivel casters—easy to turn.

NOW'S THE TIME TO PROTECT YOUR

Goodwill...

PUBLIC acceptance is the root and trunk of the most valuable asset any business can have—customer goodwill.

Year after year, the most eminent market researchers in America find that no name anywhere enjoys greater public acceptance than General Electric.

Today, this public acceptance is reflected in overwhelming demand for G-E Black-Daylite Television. Featuring new big-as-life, true-to-life pictures, lastingly beautiful furniture, advanced G-E rectangular black tubes, G-E Automatic Sound, powerful G-E built-in antennas—here's quality the public wants, backed by a name your store and your customers can always believe in.

Today, dependable performance is more important than ever before. You can look to General Electric for television quality that protects your most priceless asset. *General Electric Company, Receiver Division, Syracuse, New York.*



16K2. Same beautiful TV-radio-phonograph combination as 16K1, shown at right, but veneered in handsome blond wood.



MODEL 16T8

MODEL 16C113

MODEL 16C103

16T5. 16" rectangular black tube. Compact cabinet—genuine mahogany veneered.

16C113. 16" rectangular black tube. Genuine mahogany veneered cabinet.

16C103. 16" rectangular black tube. Mahogany or blond veneered cabinet.

16K1. 16" rectangular aluminumized black tube. 3-speed automatic phonograph. FM-AM radio. Genuine mahogany veneered console with full-length doors.



MODEL 16K1

You can put your confidence in—

GENERAL



ELECTRIC



Appliance Dealer Has Less Service Calls and Replacements with Klixon Protected Equipment

TRENTON, N. J.: Gilbert Levy, Service Manager of Bond Electric, Trenton's fastest growing appliance dealer, proves Klixon Protectors prevent motor burnouts.

"There is no doubt in my mind, or in the minds of my associates, that equipment with Klixon Protectors requires less service and less replacement than those not similarly protected. 'A thorough check of our records over a long period of time has proven conclusively that motor repairs and replacements in equipment supplied with the Klixon Protector are negligible.'"



Manual Reset

Automatic Reset

KLIXON

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated are built into the motor by the motor manufacturer. They keep motors in such equipment as refrigerators, oil burners, washing machines, etc., working by preventing the motors from burning out. Reduce service calls, minimize repairs and replacements by specifying that equipment has motors with Klixon Protectors.

SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2510 FOREST ST., ATTLEBORO, MASS.



COMPETITIVE IRONS, all 20 years and older, were prepared for judging, while more than 100 interested contestants viewed the latest model American Beauty iron, prominently displayed in Hale's basement appliance department.

Oldest Iron Search Clicks

Contest sponsored by Hale's, San Francisco, draws entries from 105 Bay Area housewives

When employees of Hale Bros., San Francisco, opened the store's doors one recent Monday morning they were met by a line of 105 women, each carrying an ancient iron under her arm.

All this stir was caused by a 10-inch newspaper advertisement in the local Shopping News, which read, "Have you a 20-year or older American Beauty iron? Bring it to Hale's. If you're among the first lucky 10 you'll receive a brand new model in exchange. Hurry!"

And hurry is just what women did. From communities as far as 20 miles away, housewives flocked to Hale's with their American Beauty irons. After every iron had been checked for its serial number and brand name, the ten winners received a new American Beauty model in exchange for their old irons.

But the trade-in offer didn't stop there. Hale's followed-up shortly after the promotion with a letter to each of the 95 other women who submitted old irons, offering a special \$2 trade-in allowance on a new American Beauty iron. About 25 percent of the contestants took advantage of the offer. The letter itself thanked the contestant for submitting her iron, explained that the American Beauty company was cooperating in making this special offer, and set the deadline for the trade-in a week after the letter was sent out to give the women ample time to make the purchase.

Conceived by Buyer

The promotion was conceived by Hale's buyer of electrical appliances, Mrs. Claire Beattie.

"We know," Mrs. Beattie explained, "that irons must be sold almost entirely on a replacement basis. From my many years of experience in the appliance field, I have also learned that it's

easier to sell a satisfied customer on a later model of her favorite brand than to persuade her to switch brands."

Although her reasoning proved 100 percent correct, the excellent response to the store's small 2-column 10-inch advertisement surprised even Mrs. Beattie.

"Frankly, we had no idea there were so many American Beauty irons 20 years and older still in use. Several of the housewives told me they could not leave their irons too long as they used them constantly. In fact, one woman's iron was still warm as she had done her ironing before bringing it to the contest."

One contestant had proof-positive that hers was an eligible iron as far as age goes. She not only brought in her old iron, but the sales slip dated October 1911 which showed she had purchased her American Beauty 39 years ago from Hale's at the price of \$5. Although she wasn't among the ten winners, Hale's was so impressed with its long-time satisfied customer that they presented her with a new model American Beauty.

Although the promotion ran all week the best response came the first morning of the promotion when the trade-in offer was made. Follow-up advertisements ran throughout the week in the newspaper.

"The entire promotion," she hastened to add, "increased our iron sales quite noticeably during the week, and continues to help our iron business."

And what was done with all the 20-year and older irons that were turned in? Hale's Mrs. Beattie said:

"We saved all of them for our big annual Kitchen Carnival and promoted irons once again with a mass display of all American Beauty models that had been in use for 20 years or more."

End

JOHN R. HURLEY
President
THOR CORPORATION
Chicago 20, Illinois



WHAT THE Thor FRANCHISE MEANS

Inter-Company Letter THOR CORPORATION

Important

To John R. Hurley

Dear John:

I know you will be interested in this comment about our "\$20 off" promotion on the Gladiron. It was in a letter I got from a Thor Dealer this morning:

"My hat's off to Thor for reducing a price at a time when practically all prices are going up. If I wore two hats, I'd take the other one off to you for still allowing me my normal profit margin on the Gladiron at this special reduced price. This kind of decent handling by the factory makes me doubly glad that I've got a Thor Dealer Franchise."

We have given our Thor Franchise Dealers the benefit of a Gladiron Promotion that would have been a "natural" even in a normal market — it's proving to be a knockout now when all other prices are rising. More than that, we have given Thor Dealers an opportunity to do their customers a good turn, while building good will for themselves. This letter and others we are getting show that Thor Dealers appreciate our "playing the game" under all circumstances.

Incidentally, our program of franchising Thor Dealers is now 87% completed. Some territories are already closed. We hope to be all through franchising new dealers in the next 30 or 60 days. After that, dealers who want a Thor Franchise will have to wait until there is an opening in their territory.

Bob

M. E. BOB WILSON
General Sales Manager



Thor Squeeze Washer



Thor Wringer Washer



Thor Gladiron

GET SET NOW for the greatest

Feature the UNIVERSAL

GLAMOR GIRL!



Get Your Share of the Electric Blanket Market by Starting Early!

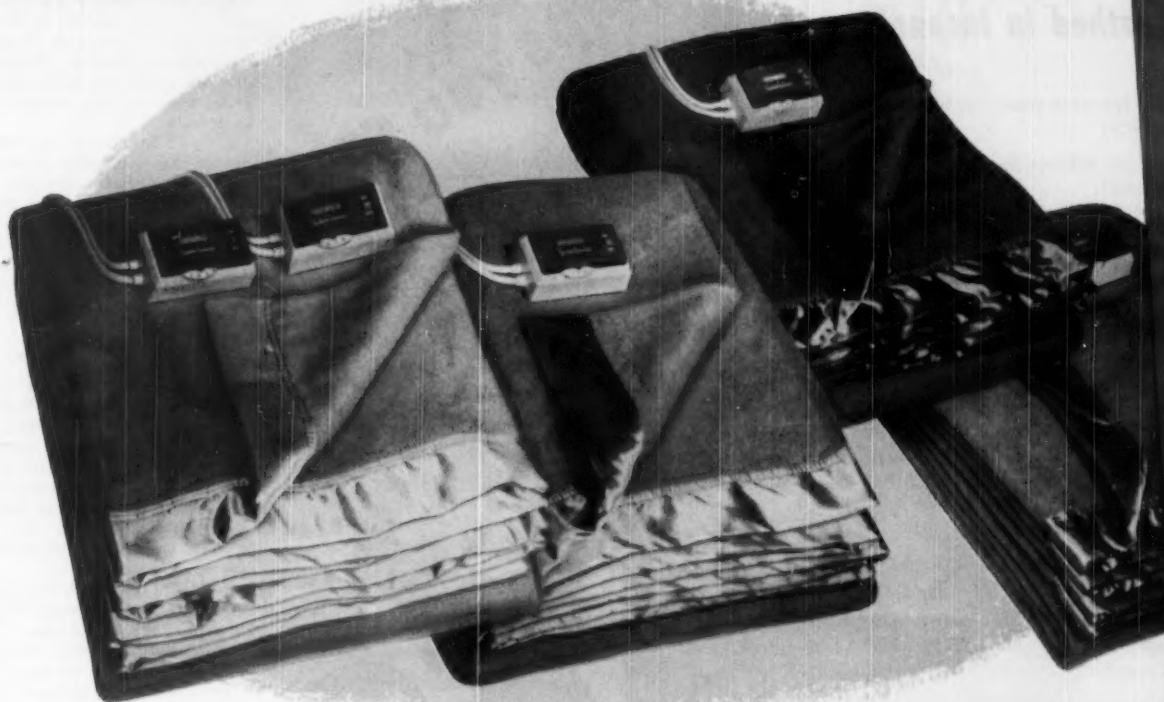
Start this Universal Glamor Girl working for you, now! 49 inches of eye-catching girl in *Full Color* to sit on your counter, on a cedar chest or cocktail table. Drape a Universal Blanket through her hand and watch her stop customers for a second look. Here's the best display yet to stop 'em and sell 'em! And what's more, she's FREE!

SEE YOUR UNIVERSAL DISTRIBUTOR TODAY

and find out how to get this big colorful display. Ask him about the other selling plans Universal has prepared to make your Blanket sales boom . . . complete, sure-fire programs to interest your customers in Universal Electric Blankets and MAKE SALES PYRAMID!

*she's BIG!
she's BEAUTIFUL!
she SELLS!*

Electric Blanket Season EVER!



UNIVERSAL *Electric Blankets*

UNIVERSAL FEATURES THAT *SELL!*

2 SIZES —Generous 72" x 86" for double beds with plenty of room for tuck-in. 66" x 86" ideal for twin beds.

SINGLE OR DUAL CONTROL for double beds. Dual control lets each sleeper choose his own temperature. Single control on twin bed sizes.

4 COLORS —Pastel shades to blend with any bedroom color scheme—Rose, Blue, Green or Heather.

FINEST QUALITY —Virgin Wool for warmth, rayon for easy washing and long-fibred cotton for strength. Blankets are bound top and bottom with 6" wide rayon-satin in matching colors for beauty.

9 THERMOSTATS —Strategically placed throughout the blanket, they prevent overheating, assure complete comfort and safety.

SLUMBER SENTINEL—Only Universal Electric Blankets offer the constant protection of this wonderful automatic control. You just set it . . . and forget it!

ACCLAIM from THOUSANDS OF USERS

Satisfied users all over the country have enthusiastically praised Universal Electric Blankets. More and more people are hearing about better sleep . . . more restful sleep that can be had with a luxurious Automatic Universal Electric Blanket. Thousands of customers are being pre-sold for you. Start now to take advantage of this ready-to-buy market.

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

Here's an angle that helps you SELL

**When units are
sheathed in Inconel!**

● Try this the next time you talk to range prospects:

Point to the surface heating units—and start to sell!

Folks take note when you explain *why* those surface units are so important . . . how they are put to work three times a day, day after day. And how that calls for rugged dependability—the kind provided by surface units sheathed in Inconel®.

Inconel Sheathed Heating Units are tough and strong. They can't rust. They resist corrosion by spillovers, fruit juices and spattered fats. And Inconel sheathing keeps heating units from warping, scaling or cracking, even at high cooking temperatures. In fact, there is hardly anything that can happen in the kitchen that will hurt Inconel.

But that's not all. Inconel Sheathed Units are the next thing to self-cleaning; spilled foods simply burn off!

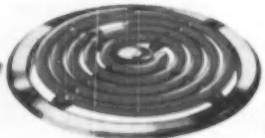
Built to last the life of the range, units sheathed in Inconel always heat quickly and evenly. They are easy to regulate, *economical to operate*.

That last point, incidentally, is a good one to play up—especially if the man of the house is along. You can bet he'll approve when you mention low operating cost.

Maybe you won't get a chance to mention *all* these features to every prospect. But get in as many as you can. Each additional point brings you another step closer to an order.

That's why we always suggest—
Let Inconel help you sell!

THE INTERNATIONAL NICKEL COMPANY, INC.
67 Wall Street, New York 5, N. Y.

LET **Inconel**  **HELP YOU SELL**



\$60,000 A Year on Housewares Repair

CONTINUED FROM PAGE 73

(9) *No charge or obligation for estimates.* Electric housewares users are urged to bring in their appliances for an estimate on repair or reconditioning work. If they do so, they are treated with courtesy and friendliness and an expert estimate of the extent and cost of repair work is made for them without obligation. If the amount of costs would not justify the repair of an appliance, the customer is told so frankly.

(10) *"The customer is right."* In the training of his office personnel and his working force, Watkins always stresses this point. An argument or disagreement with the customer, he feels, is never conducive to good business nor satisfaction. As Watkins puts it: "If the customer is wrong, and we know it, we simply say, 'I'll see if I can help you'."

\$60,000 in Repairs

Through the application of these 10 business principles, the Royal Supply Co. has built up a business volume of more than \$60,000 per year in repair work and in the sale of parts. The firm handles an average of approximately 300 pieces of work each week and employs four full-time repairmen, three office workers and several delivery men.

Five well equipped work benches are spaced in good arrangement in the big repair and service shop, which is presided over by Ray Puigh, shop foreman, a veteran of several years in the small appliance repair field.

Receptionists Are Trained

The receiving counter is handled by Watkins and Mrs. Falba Johnson, a specially trained receptionist who knows the value of a friendly smile and how to be an interested listener. Workmen never communicate directly with the customers because, as Watkins points out they speak a technical language which may confuse the customer, and they are not trained in customer reception.

The company specializes in parts and service for Hamilton Beach, Proctor, American Beauty, Sunbeam, Westinghouse, Dormeyer, Arvin, Dominion, Manning-Bowman, General Mills, Samson, Handy Hot, Handymatic, Son Chief, Sterling, White Cross, Air Force Fans, Kord Fans and Sessions Clocks. *End*



"IT'S STILL A LITTLE TOO CLEAR, JOE."



Introducing

another great new

STROMBERG-CARLSON

The Imperial

—Big-as-Life picture with 17-inch rectangular "black" tube. True-to-Life tone with unsurpassed audio system. Exclusive long-life tuner. Circuits engineered to eliminate interference. Built-in antennas. Phono jack. Cabinet in genuine mahogany veneers, completely hand-rubbed. Dimensions: 38" high, 26 $\frac{3}{4}$ " wide, 22 $\frac{1}{16}$ " deep. \$319.95*



17-inch console with 12-inch speaker

It's compact, beautiful—at a new low price for a Stromberg-Carlson "Big-as-Life" television console.

And remember: Now there are 19 Stromberg-Carlson receivers, all 16 inches or larger—a wide range of cabinets in America's most beautiful television line.

"There is nothing finer than a STROMBERG-CARLSON."

*Plus tax. Slightly higher in South and West.

Stromberg-Carlson Company, Rochester 3, N. Y.—In Canada, Stromberg-Carlson Co., Ltd., Toronto



SELL ROPER

"America's Finest Gas Range"
for "Neat-As-A-Pin"
CLEANLINESS

Glistening Porcelain Enamel Burners
Keep Beautiful... Stay Easy to Clean

Porcelain Cooking Top ... Oven Linings, Too

No other range gives you so many cleanliness features to talk about. Porcelain enamel surfaces... rounded corners... freedom from cracks and joints... stream-line design... all contribute to amazing cleaning speed and ease.



Sell ROPER...America's Most Complete Line

No matter what size range your prospects prefer... what oven, broiler or cooking top arrangement they want... you can offer them a new ROPER Gas Range to exactly fit their needs and their pocketbooks. Feature these fine ranges for use with any gas, including liquefied petroleum (bottled) gas. Cash in on ROPER now.

Capitalize on ROPER'S CROWNING ACHIEVEMENTS

- "Staggered" Cooking Top
- "Center-Simmer" Burners
- "Insta-Flame" Lighters
- Big "Bake-Master" Oven
- "Roper-Glo" Broiler
- "Insta-Matic" Clock Control

Geo. D. Roper Corporation • Rockford, Illinois
Offices and Warehouses in Principal Distribution Centers



NEARLY 7,000 PEOPLE A DAY swarmed into Frankel's Appliances, Huntington, West Va., for the store's recent three-day Television Carnival. Promotion, designed to introduce new Philco TV line, also sold many appliances.

Television Carnival Sells 353 Sets in Three Days

Frankel's, Huntington, W. Va., draws 21,000
with free family portraits, \$10,000 in gifts

SHOWMANSHIP and planned publicity drew 21,000 people to a "Television Carnival," staged recently by Frankel's Appliances Inc., Huntington, West Va.

During the three-day show 403 sales were made, including 353 TV sets, 16 ranges, 22 refrigerators, 12 automatic washers, and several home freezing units. Frankel officials attributed the success of the venture to a month-long promotion drive, unique in its blend of conventional and novel tactics.

Proven ingredients that went into the campaign included 500 spot announcements over one television and three radio stations, two 90-minute live radio programs and a half-hour TV show beamed direct from Frankel's the last two nights of the carnival.

Also in the conventional vein were newspaper ads totaling more than 1,000 column inches (including full-page spreads). To work up further consumer interest in the 1951 line of Philco telesets, a pair of caricatures, christened "Frank" and "Phil" (Frankel's and Philco), appeared in local papers and over television in a "teaser" campaign running for three days preceding the show.

But more notable were the innovations employed in the promotion. Deciding to let prospective customers "have their cake and eat it, too," Frankel's arranged with the Ohio Bus Co. to provide 18 daily trips to and from the store. Use of the buses, which were decorated with signs advertising the carnival, cost Frankel's a flat \$300, and visitors rode free of charge.

Once inside the store, the 21,000 visitors were presented with gifts valued at \$10,000; orchids for the ladies, ball-point pens for the men, and novelties for the children. The orchids cost Frankel's 16 cents apiece.

Eying the future, Frankel's advertised that an 8 x 10-inch portrait of family groups posed around the set of their selection would be taken free. Release statements, authorizing re-use of these photographs for later advertising purposes, were obtained, and over 200 such pictures were taken at a cost to Frankel's of 75 cents per photo.

One surprising result of the show was the volume of sales on "stale" merchandise, such as off-brands of TV, outdated telesets, and six-month old store demonstrators, partly because of careful routing of traffic. *End*



SPECIAL BUSES park outside Frankel's, awaiting store visitors who will make return trips over the three most-used bus routes in Huntington, West Virginia. Buses ran 12 hours a day carrying visitors to Television Carnival.

With FM, too!

NOT JUST 3...BUT 4! 16-INCH "FILTERAY" TUBE, TRIPLE PLAY
PHONOGRAPH, DYNAMAGIC AM...WITH FM, TOO!



The backbone of your TV combination business. Beyond challenge today's greatest value. Complete with every wanted feature, including FM. Big 16" pictures... clear as the movies... free of glare... and *clear close up*... because of Admiral's revolutionary new "Filteray" tube. Super-power for outstanding performance even in "fringe" areas. Built-in directional Roto-Scope antenna. New, improved Triple Play phonograph. Powerful Dynamagic radio, *with FM, too*... the famous Admiral "Ratio-Detector" FM that brings perfection in sound. Yes, you sell all 4 when you sell this sensational Admiral. Order today!

NEW 1951

Admiral

16" TV \$399⁹⁵

ON TV "Stop the Music," ABC-TV Network, Thursdays, 8 PM, EDT.
"Lights Out," NBC-TV Network, Mondays, 9 PM, EDT.

Model 36R45—Walnut. Flu Tax—Mahogany slightly higher.

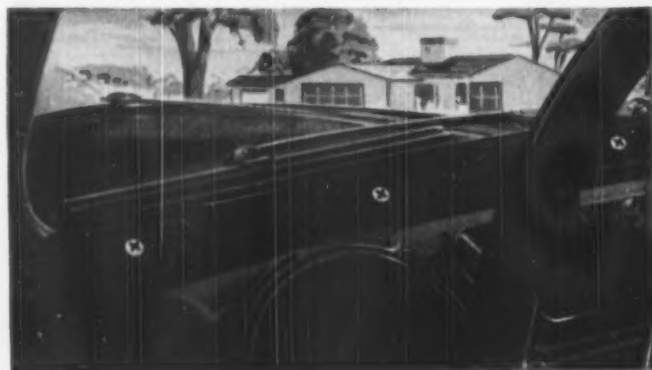
Prices slightly higher south and west, subject to change without notice.



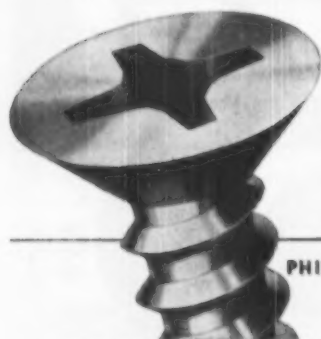
Can you find the clue...



...to quality? X marks the spot...



Yes! a PHILLIPS SCREW



THIS FAST-MOVING AD, one of a series appearing in The Saturday Evening Post, urges 14 million readers to look for Phillips Screws — the clue to quality. Found not only on today's automobiles but on radios, refrigerators, washers, lamps... wherever screws are used. Show your customers the clue to quality... it's a real sales-clincher! X marks the spot.

PHILLIPS Cross-Recessed-Head SCREWS
on sale at hardware, automotive
and mill supply outlets

AMERICAN SCREW • BLAKE & JOHNSON • CAMCAR • CENTRAL SCREW • CONTINENTAL SCREW
• ELCO TOOL & SCREW • GREAT LAKES SCREW • H. M. HARPER • NATIONAL LOCK • PARKER-RALPH
• PHILLIPS • ROCKFORD SCREW • SCOVILL • SHAKESPEARE • SOUTHINGTON HEWES • WALES-BEECH

Diplomacy Sells Plumbers on Cooperation

CONTINUED FROM PAGE 78

freak situations be encountered, it was understood that R. Cooper, Jr., would step in. Anyway, December is the dead month of the year for plumbers, and it would keep them busy.

Copied from Detroit Edison's Plan

Back of the plan is an idea taken from Detroit Edison's method of wiring homes for ranges. In Detroit one contractor is loaded with range jobs, and routed so that he can make money on a flat charge basis.

It was felt that if a plumber could be given a volume of installation jobs, he would become familiar with the technique and could work easier, thereby making more money. He was free to sell dishwasher-garbage disposers on his own, if he wanted or was able to.

Plumbers Had Objections

Plumbers find it difficult to understand in selling that you must quote a hard and fast price. In meetings they argued that not more than five percent of the homes would present typical situations.

Electrical people do not appreciate, they said, that you run into two kinds of plumbing—hidden and open. The hidden stuff is behind walls which must be torn out and is expensive. And, while an electrical job is flexible, plumbing must be exact to the fraction of an inch.

Appliance men say the plumbers do not know that a sink within five feet of a stack needs no venting; beyond this it does, or the draft in the stack will pull all the water out of a tap.

Installation Peculiarities

Some of the things normal to the eye drive plumbers mad. For example, an electric water heater is generally put under the sink. This location is decidedly abnormal for a gas water heater, which must be near and vented into a chimney. Since gas water heaters are in the majority in Chicago, the cost of making a change-over is what causes many families to stick to gas.

There is little saving possible on plumbing installation costs. A Chicago

electrical firm which took on dishwasher and disposer installations found its costs were as high as those of any master plumber.

In fact, says E. T. Zimmer of the Chicago Testing Laboratory, there are no ways to cut installation costs on plumbing except by working faster or by manufacturer improvements which make installation simpler.

The recommendations of the Chicago Testing Laboratories are copied all over the world, as Chicago is plumbing headquarters for the country.

But this fact remains: Any job repeated endlessly becomes easier to do, and hence can be done more quickly. Plumbers who play ball on installations get the feel of the work, and find they not only make money, but can gradually work themselves into becoming a plumber-appliance merchant organization. It takes skill to sell, too, and this way they can gradually learn.

In the plumbing world there is no promotion and advertising cooperation from plumbing distributors. A franchise on plumbing means nothing. The plumber who wants to sell appliances, to become a merchant, is entering a new world. Here he shares, along with appliance firms, the dislike of contract sales which bypass dealers. He is much more willing than appliance dealers to use products in his own home.

Must Learn ABC's of Selling

The Chicago experts say it is necessary to teach the fundamentals of selling to plumbers, just as it was done years ago to appliance dealers. It is necessary for distributors to set up plumber departments in their organization. The appliance trade press should call on plumbers and get their points of view.

But the thing is coming. Where once R. Cooper, Jr., in Chicago was alone in cultivating the plumbing trade, today's meetings see Westinghouse representatives present. The Warren-Barr Supply Co. has been appointed by Nash-Kelvinator as distributor to the plumbing trade. Makers of piped in appliances are today giving intense attention to this angle of the business which commands installations. End



"AND THERE'S NO BAG TO EMPTY!"

bigger, better for '51

Complete Line of POWER and HAND MOWERS all prices

Since 1902, the name DAVIS has stood for precision manufacturing—and greater value at lower cost for its customers...

Now, more than ever before, the Davis Line For '51 means fast sales, greater profits, satisfied customers. Only Davis gives you:

- ▶ Sales-leading Davis 50/50 at \$79.95.* Safest, Simplest, Today's greatest value.
- ▶ Heavy-duty models B & S-18, B & S-22 or C-22 at \$99.95* and \$109.95.* Heavy-duty value leaders.
- ▶ Brand new rotary model 51 at \$105.95.* Cuts tall grass to carpet smoothness. Sets new standards of quality and performance.
- ▶ Four superlative hand mowers—Competitive 33, 4-Square 66, Whispering 77 and Whispering 78. DAVIS streamlined beauty and mechanical perfection—in every price class.
- ▶ More DAVIS national advertising—to pre-sell the best prospects in your community.

DAVIS is the stand-out line for '51... Lead with DAVIS. Place your requirements NOW to insure delivery. See your Jobber... or write us for full details.

G. W. DAVIS CORPORATION
RICHMOND, INDIANA, U. S. A. • Established 1902

\$79.95*

50



**SENSATIONAL, NEW
ROTARY
MOWER**
Davis Quality
at Low Cost!

\$105.95*



* All Prices f.o.b. Factory Plus Tax

Built The Best

biggest value in 18" power mower
Sales Leading Davis 50/50...

Every quality feature plus exclusive Davis safety Flex-A-Matic Clutch. Simplest. Safest.
—Briggs & Stratton or Clinton 1.1 H.P. Engine (Optional)
—Hyatt Automotive Precision Roller Bearings
—Semi-Pneumatic Rubber Tires
—Flex-A-Matic Clutch with Full Safety Release†

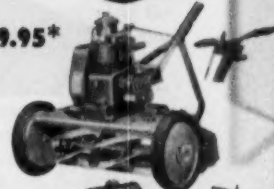


More Davis National Advertising

Heavy-Duty Model B & S-18

Briggs & Stratton 1.1 H.P.—Single V-Belt Drive serves as clutch. Roller Chain Drive countershaft to reel. Controls: Direct, conveniently located hand lever for V-belt idler. Finger-tip throttle control. Timken Tapered Adjustable Roller Bearings on reel shaft. Crucible Chrome Alloy Blades. Exclusive Davis Single-Screw Adjustment. Cutting width 18". Value leader in its class.

\$99.95*



Heavy-Duty Model B & S-22 or C-22

Engine (Optional): Briggs & Stratton or Continental 1½ H.P.—Simple, accessible Dual V-Belt Drive serves as clutch. Roller Chain Drive countershaft to reel. Controls: Direct, conveniently located hand lever for clutch. Finger-tip throttle control. Timken Tapered Adjustable Roller Bearings on reel shaft. Crucible Chrome Alloy Blades. Exclusive Davis Single-Screw Adjustment. Today's best buy in a heavy-duty mower with 22" cut.

\$109.95*



Whispering MODEL 77

Streamline Styling • 10" Wheels • Semi-Pneumatic Rubber Tires • Five 6" Reel Blades • Four Spiders • Automotive Roller Bearings • High Carbon Steel Lipped-Edge Cutter Blades • Size: 16-Inch Cut • Tubular End Metal Handle with Plastic Handle Grips • Davis Unit Boxed • Color: Comber Green with Gold Trim

Whispering MODEL 78

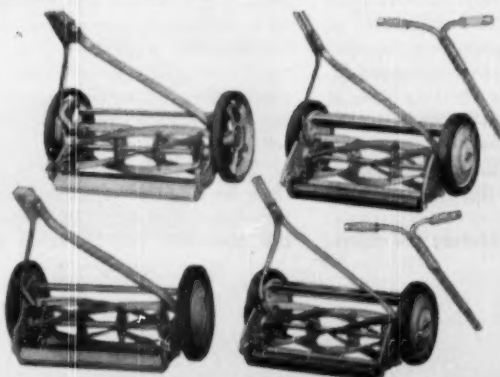
Beautiful! Streamlined! • 10" Wheels • Semi-Pneumatic Rubber Tires • Five 6" Reel Blades • Four Spiders • Precision Automotive Roller Bearings • High Carbon Steel Lipped-Edge Cutter Blades • Size: 16-Inch Cut • Tubular Metal Handle with Plastic Handle Grips • Chrome-Plated Reel Shield • Davis Unit Boxed • Color: Canterbury Blue with Gold Trim

Competitive MODEL 33

Outstanding Value at Low Price • Automotive Roller Bearings • 10" Solid Rubber Tires • 5 Blades • Four Spiders • High Carbon Steel • 16-Inch Cut • Wood Handle with Metal Handle Irons • Davis Unit Boxed • Color: Gold with Red Trim

4-Square MODEL 66

New! Improved! Smartly Designed • 10" Wheels • Semi-Pneumatic Rubber Tires • Five 6" Reel Blades • Four Spiders • Automotive Roller Bearings • High Carbon Steel Lipped-Edge Cutter Blades • Size: 16-Inch Cut • Wood Handle with Metal Handle Irons • Davis Unit Boxed • Color: Canary Yellow with Canterbury Blue Trim



†Exclusive Davis Safety FLEX-A-MATIC CLUTCH

A V-Belt Automatic Transmission! Eliminates necessity for separate clutch-control lever. Fully automatic. Safety release manually controlled. Clutch controlled by throttle lever.

Precision-made unit. No adjusting required.

**DAVIS UNIT BOXED!
EXCLUSIVE! PATENTED!**





Bill Shanahan



Charlie Smithe



Walt Smithe

WITH two coffee pots and an assortment of can openers, an insurance man, an automobile salesman and a tavern operator five years ago quit their jobs and opened an appliance store. Today they do a yearly volume of half a million dollars.

One look around the large, modern store operated by Smithe & Shanahan, Inc., at 5500 W. Belmont, Chicago, reveals the value of ideas and hard work in the appliance field.

In August, 1945, when the tiny store at 6700 W. Belmont opened its doors to the public, you might not have been impressed. About the only thing the partners knew about appliances was the fact that they were hard to get.

What they lacked in inventory and experi-



Third and present home of Smithe & Shanahan Appliances, Inc., 5500 W. Belmont Ave., Chicago

Three salesmen quit their jobs in 1945. Now they do a half million dollars a year in appliances

They started with coffee pots and can openers, added ideas and hard work, and outgrew two stores in three years

ence, however, they made up in determination. For Walt Smithe, the former insurance salesman, his brother, Charlie, the tavern operator, and Bill Shanahan, who had sold automobiles, overcame handicaps which might have discouraged those with less fortitude.

Need merchandise and money

As Charlie recalls, "The two things we needed most were franchises and the capital to keep us in business. I guess we had an advantage because there were three of us. One would run the store, and the other two would start out in opposite directions every day with a car and trailer, looking for merchandise to sell.

"To keep money coming in, we sold everything we could get our hands on. In 1946, there was a shortage of Christmas tree lights. Bill discovered that we could make them

ourselves, so we set up an assembly line right in the store. That idea brought customers from all over Chicago. We sold enough lights to pay our rent for nine months."

As appliances became more plentiful, competition became Smithe & Shanahan's number one challenge. Shopping traffic was poor. To remedy the situation, they arranged to receive payments of gas and electric bills. This helped, but they weren't satisfied.

They start to grow

"Right from the beginning," said Bill, "we planned to move into the big shopping district around Belmont and Central streets. After taking in \$112,000 in 1946, we decided we were ready to tackle the busier, more competitive neighborhood. By September of 1947, we had a spot picked out at 5509 W. Belmont, and we expanded into a two-store operation."

Advertisement

The two stores were run alternately by the three partners. For efficiency, they divided the responsibility three ways. Walt Smithe has accounting experience, so he took charge of the bookkeeping. Bill Shanahan assumed responsibility for sales and the training of salesmen, and Charlie Smithe became the buyer.

Through 1946, washing machines and ironers accounted for the bulk of their volume. Then came television. "It didn't take an expert to see that television was going to be big," said Walt. "We jumped right into the fight for TV leadership.

Strong wind does it

"Taverns were the first big market for television, so we circularized all of the taverns in our part of the city. Charlie became our best television salesman because, having been a tavern operator, he knew the customer's viewpoint.

"Later, when home TV sales picked up we ran into trouble. In one of our stores we'd spoil a sale when we tried to demonstrate a set, because the reception was so poor. Thinking it was our location, we tried to dream up a substitute for demonstration. Then one day a strong wind blew our aerial into another position. The reception became clear as a bell and TV sets started moving."

With sales on the upgrade, the partners found themselves once more in need of space. Sales records of the two-store operation made it clear that the big shopping district produced the most business. So in August, 1948, they closed the two small shops and moved into a large corner building across the street from store number two—their present location at 5500 W. Belmont.

Large selection boosts sales

"We believe that a big selection helps build big volume," said Charlie, "so we use most of the 3,000 square feet of floor space in our store for displaying merchandise. We have made one third of the store into a television

studio with comfortable chairs and couches for the customers. Pleasant atmosphere helps sell television because it gives the prospect an idea of how the set will look in his home.

"We rely on demonstration to get a sale under way. You can't get a customer into the store that way, but once he's in, a demonstration will do about 50 per cent of the selling job by itself."

While increasing their volume from \$112,000 in 1946 to \$500,000 in 1949, Bill, Walt and Charlie have passed up few worthwhile selling opportunities. To help build repeat sales, the name and address of each customer is kept on file for use whenever circulars on new merchandise are mailed out. The salesmen work every lead by alternately calling on homes and working in the store.

"We try to make it easy for the customer to buy," said Walt. "We sell on credit, offer a layaway plan, and if the customer desires, he can pay for a refrigerator or a TV set with a coin meter.

They believe in advertising

"Obviously, no one thing makes a business go, but we're convinced that the biggest single factor in our progress has been advertising. We had all seen advertising produce results in our earlier business experience, so we included it in our budget from the beginning.

"Because we were once located farther west, our trading area now covers a good-sized piece of the west and northwest sections of Chicago. It's pretty expensive to advertise to all of our prospects in an area that big with handbills and ads in neighborhood newspapers. That's why, in October of 1947, when we first heard about the Chicago Tribune's Selective Area advertising plan, we decided to give it a try.

"It turned out to be just what the doctor ordered. First, it covers our trading area inexpensively. Also, it goes only to the prospects located near enough to trade with us. Because of the low cost, we can place big ads

before our prospects regularly in Chicago's most widely read newspaper. The plan links our name with the names of well-known manufacturers whose lines we sell."

To date, Smithe & Shanahan has participated in well over 100 Selective Area ads, most of them full page in size. The cost of these participations is small because it is split among the manufacturer, distributor and the many dealers in other parts of Chicago who are named in the advertising. Because the ad carries the names of different dealers in each of the five sections in which it is published, only the names of a few dealers appear in any one ad. This division of cost enables dealers to participate in Selective Area ads for as little as \$32 for a full page.

Trading area concentration

"Selective Area ads give us the trading area concentration we want at less cost than any other advertising," said Bill, "so that's where we put the biggest part of our promotion money.

"In the first six months of this year, we went in on 36 Selective Area ads with the manufacturers of eight different lines. From all indications, we're going to hang up another volume record in 1950."

★ ★ ★

MANUFACTURERS: Your dealer sells your product with greater enthusiasm when he can see the effect of your advertising in his own store.

Under the Selective Area advertising plan, you give the dealer the kind of advertising he understands. He gets retail-store-type copy over his own name in Chicago's No. 1 electrical appliance medium, reaching his best prospects. His cost is as little as one per cent of card rates. Yet the entire program is factory-controlled and agency-placed.

Dealers, distributors and manufacturers have already spent more than \$1,250,000 under the plan in the appliance field alone. More than half of the 2,013 appliance retailers in Chicago and suburbs have made Selective Area advertising a part of their programs.

Decide now to find out how the Selective Area advertising plan can win increased dealer support for your product and help build the consumer franchise you want in the multi-billion dollar Chicago market.

Your nearest Chicago Tribune representative will gladly give you complete information. Why not call or write him today?

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

FOR GREATER SALES IN CHICAGO,
ADVERTISE IN THE CHICAGO TRIBUNE

CHICAGO TRIBUNE REPRESENTATIVES

A. W. Dzier, 1333 Tribune Tower, Chicago 11
E. P. Struhsacker, 230 E. 42nd St., New York City 17
W. E. Bates, Penobscot Bldg., Detroit 26
Pittsford & Chamberlin, 155 Montgomery St., San Francisco 4
also, 1127 Wilshire Blvd., Los Angeles 17
MEMBER: FIRST 3 MARKETS GROUP AND
METROPOLITAN SUNDAY NEWSPAPERS, INC.

"Demonstration gets a sale under way." Here Charlie Smithe (right) conducts a demonstration in the white lines department.



Advertisement



The 'Yellow Pages' help you reach out for new prospects...

Right in your neighborhood there are probably plenty of folks who could easily become your steady customers. But first you've got to tell them *how* you can serve them... as well as *where* you're located.

One sure way to call their attention to your store is through the familiar 'yellow pages' of the telephone directory. Remember, 9 out of 10 shoppers look in the 'yellow pages' when they're ready to buy.

The 'yellow pages' put your name, address and telephone number and sales messages right in the homes of prospective customers in your neighborhood. You'll find them an effective and profitable way to "reach out" for more business.



Call your local telephone business office for further information.



Payday Canvass Sells 200 Washers

CONTINUED FROM PAGE 74

B-Day adequately equipped, with trained salesmen, and with a supply line which reached out 90 miles from GHQ in Twin Falls.

As each salesman met a housewife he first of all handed her a cleverly designed bar of soap—fashioned in the shape of a Bendix Home Laundry. Soap, like the mailing pieces, was furnished by Bendix.

There was a calculated reason for first presenting the housewife with a gift. First, there was the importance of the gesture in molding a favorable impression for the salesmen. But, most important, the miniature Bendix washer, which the salesman carefully explained was just that, was geared to immediately bring to the housewife's mind the three mailings she had received and the quarter-page ad which had appeared on the previous Thursday in her local paper.

One out of every eleven doorbells pushed resulted in a sale.

Installations Made Next Day

Probably the most important feature of the campaign was the next-day installation to consolidate sales while families still had their pay envelopes. Detweiler's knew that payday was an important feature of this town's entire existence. So the store made a realistic approach to an economic situation which existed and which was of utmost importance to the campaign's success.

Detweiler's had made a very careful and calculated study of the town, its population, its financial ability to assume the responsibility of either cash or contract payment. Detweiler's knew, after this analysis, that there were certain definite days of the month when the housewife and her husband, who, after all, had to agree to the purchase, would be less receptive. But seven to nine days following each payday the reception would be the warmest—and the campaign's success just that much more sure.

The importance of speedy installation was thus evident.

Orders Phoned to Headquarters

The canvassing crews set-up a supply and communications base in Glenn's Ferry, and were in telephone touch with Twin Falls. As each day's orders came in, they were phoned to Twin Falls, and that very evening the washers were shipped by rail to the town. They were picked up the next morning and installed the same day.

Two days after the canvassing teams had begun to ring doorbells and make sales in Glenn's Ferry, special installation crews, each with its own truck, left Twin Falls to follow the salesmen.

Not all dealers could have handled such a large scale invasion, but Detweiler's is one of the largest electrical merchandisers and plumbing contractors in the west. It has 32 trucks, employs 95 people, has an outstanding salesroom in Twin Falls, two supply bases, one in Pocatello, Idaho, the other in Elko, Nevada, and an outstanding merchandise record. End



The silent sales staff that sells water heaters

You have a silent selling staff that isn't even on your payroll—yet you can put it to work for you. These “salesmen” are appliances, not people, and they can help you sell a lot of Electric Water Heaters if you'll use their services. These “salesmen” are the electric clothes washer, electric dishwasher, electric range, and electric clothes dryer.

To take advantage of them, here's all you need do: Every clothes washer or dishwasher

you sell makes an A-1 water heater prospect out of the purchaser. Without plenty of hot water, neither can do a good job. So be sure to ask what type and size of water heater your washer customer now has in her home.

Every time you put in an electric range or clothes dryer, *that* home then has a 3-wire service, making it a simple matter to sell and install an Electric Water Heater.

Even if you don't make the water heater

sale at the time you sell the other appliances, put each customer who buys them on your “hot” water heater prospect list, and follow up frequently. You'll be surprised to find how easy it is to sell an Electric Water Heater, and how many actual sales result from this approach.

The job is made still easier by the fact that people *want* electric hot water. Industry figures and surveys show that.

SELL ELECTRIC WATER HEATERS

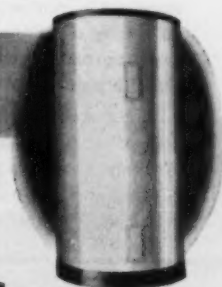
They're what people want!

ELECTRIC WATER HEATER SECTION—National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

ALLCRAFT • BAUER • BRADFORD • CRANE-LINE ELECTRIC • CROSLY • DEEFPREEZE • FAIRBANKS-MORSE • FOWLER
FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM • JOHN WOOD • KELVINATOR • LAWSON • MERTLAND • MONARCH
NORGE • PEMCO • REX • RHEEM • SEPCO • A. O. SMITH • THERMOGRAY • TOASTMASTER • UNIVERSAL • WESIX • WESTINGHOUSE

ELECTRICAL MERCHANDISING—OCTOBER, 1950

PAGE 97



Kaufmann's—PITTSBURGH
**DISCOVERED YEARS AGO IT WAS
 A SMART MOVE TO...**

Switch to
for YEAR 'ROUND Profits

Like a lot of other good stores, Kaufmann's—Pittsburgh—finds that Hotpoint's year 'round sales program has helped balance its electric appliance sales for greater monthly profit!

KAUFMANN'S is Greater Pittsburgh's largest store. Their electric appliance department is the largest and finest in the Pittsburgh area. Constant, steady, profitable turnover is mandatory with Kaufmann's and that's why they enjoy top position in their field.

Hotpoint's full line of Electric Home Appliances was selected by Kaufmann's long ago because Hotpoint's year 'round sales program fits perfectly into Kaufmann's sound merchandising plan. As Kaufmann's officials explained it —"we wanted a top name in home appliances—a name commensurate with our own in prestige and public preference. We wanted a complete line under one banner that stood out in front in product design and styling. We insisted on a fully developed year 'round retail merchandising program to give our electric appliance sales monthly balance. We found all three in Hotpoint."

Kaufmann's "Switch to Hotpoint" is only one example of how hundreds of the country's leading home appliance merchants have learned the value of the Hotpoint Full-Line Franchise. Dealers everywhere are discard-

ing old-fashioned, spasmodic selling methods for the modern Hotpoint way to insure greater sales and profits every month of the year.

Follow the pattern being set by the leaders. Make it a point to see the Hotpoint distributor soon about the modern up-to-date home appliance franchise—the Full-Line Hotpoint Franchise. Take advantage of this merchandising opportunity to put your store out front in appliance sales month after month.

Switch to
for YEAR 'ROUND Profits!

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AUTOMATIC

Hotpoint!



★ **No More "Letdowns" Following Hot Selling Seasons**

★ **No More "Doldrums" That Eat Away Profits**

★ **No More "Valleys" That Reduce Profit Peaks**

...But a Full Line of Products that Insures a Full Year of Profits

Hotpoint!

Hotpoint Inc.

(A General Electric Affiliate)

WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

5600 WEST TAYLOR STREET, CHICAGO 44, ILLINOIS

sells on sound

Let your customers *hear* Revere and compare the amazing high fidelity tone reproduction! Unequalled for recording home talent and children's voices . . . for adding sound accompaniment to home movies . . . for musicians, students, and speakers.

sells on sight

Your customers will find the eye-appealing Revere a handsome asset to their homes as well as a source of unlimited recreation. Compact . . . easily portable . . . magnificently finished in rich shades of brown and burnished gold.

sells on price

Leads the field in value! Point out to your customers that besides being lower priced than other comparable recorders, Revere also saves expenses by giving a full hour's recording on each reel of re-usable tape.



REVERE RECORDER-RADIO COMBINATION—Tape recorder plus a glorious-toned radio. Programs can be recorded from radio by mere turn of a switch—no cords to connect. Powerful circuit. Built-in antenna. **Model TR-200 \$199⁵⁰**
complete

Revere

Magnetic Tape

RECORDERS

By The Makers of World-Famous Revere Home Movie Equipment

NO OTHER RECORDER—TAPE, WIRE, OR DISC—OFFERS SO MUCH FOR SO LITTLE COST

Extremely simple controls for easy operation.

Recordings may be kept permanently, or automatically erased as new recordings are made.

No tape ever wasted—may be cut with scissors, spliced with Scotch Tape.

Easy to carry—complete in smart luggage style case.

MODEL T-100
\$159⁵⁰
COMPLETE

REVERE
CAMERA COMPANY
CHICAGO 16



ELECTRICAL MERCHANDISING News



TELEVISION COMEDIANS Sid Caesar and Imogene Coca give Crosley executives V. C. Havens and W. A. Blees, a preview of their "Show of Shows", NBC Saturday night TV program which will be sponsored by Crosley. The firm will spend \$10,000,000 on advertising during the next year.

Crosley Ends Showing of New Line As Orders Reach \$100 Million

**Company to spend \$10 million
on advertising in next year**

Crosley division of Avco Mfg. Corp. took time out last month to evaluate its August showings of new appliance, radio and television lines.

The conclusion: the firm's distributor convention in Chicago in early August and subsequent dealer meetings around the country were, in the opinion of W. A. Blees, Crosley general sales manager, "the most successful in the company's history." Dealer orders for shipment in August, September and October totalled more than \$100 million at retail, three and a half times the volume for the same period last year.

Despite expanded productive capacity in every Crosley plant, Blees conceded that "demand will continue to greatly exceed the availability of all products."

And, despite material shortages and a developing "seller's market", Crosley made it clear that it was holding to plans for greatly expanded production and stepped up advertising and sales campaigns.

Productive Capacity. Crosley has stepped up television production to a rate three times that of a year

ago. Refrigerator output is now approximately double what it was at the beginning of the year and electric range production has been expanded "substantially" over first of the year figures.

Crosley general manager John Craig acknowledged that the Korean crisis has "tempered our plans for the months ahead" but maintained that "we are continuing to map our programs in terms of expanded production."

Ad Plans. Crosley will spend a record-breaking \$10,000,000 on advertising its appliances and television sets during the coming year. According to V. C. Havens, assistant general sales manager in charge of advertising and public relations, the expanded budget is almost double the amount spent for advertising in 1949 and is nearly four times the 1948-49 figure.

Havens said that major advertising emphasis will be placed on Sheldor refrigerators and the Crosley television line. The ad budget on the latter line has been increased 400 percent; refrigerators will get 91 percent more for ads.

New "W": 15 Percent Down, Time Limit of 18 Months

**New regulation similar to old;
merchandise under \$100 exempt
from down payment requirement**

CONSUMER credit controls returned to the American economy last month as the Board of Governors of the Federal Reserve System, acting under the authority of the Defense Production Act of 1950, once again invoked Regulation W.

Aimed at restraining inflationary pressures and facilitating diversion of critical material and manpower to defense production, the new controls became effective at the opening of business on September 18. It marked the third time in nine years that such regulations have been invoked.

The 1950 controls are much the same as those which expired on June 30, 1949, but they provide for generally tightened credit. The initial limitations are:

- appliances, radio and television, 15 percent down, a maximum of 18 months to pay
- automobiles, one-third down, a maximum of 21 months to pay
- furniture and rugs, 10 percent down, a maximum of 18 months to pay
- home repairs, alterations or improvements, 10 percent down, 30 months to pay

Articles costing less than \$100 do not require specified down payments but maturities are limited. Instalment loans for the purchase of any listed article carry the same limitations that apply to the instalment sale of the article; other instalment loans are limited to a maximum maturity of 18 months.

The Background. The Board worked closely with industry and retailers in figuring the initial set of terms. It discovered that in automobiles the down payment wasn't so important because customers usually turned in a valuable old car; it was the monthly payment that spelled purchase or non-purchase for a customer. For appliances and furniture, the down payment was the hurdle.

As a result, the one-third down requirements on automobiles, while high, is not painful.

Because monthly payments are not the determining factor in purchasing appliances, the board set a shorter time-limit than for auto-

mobiles; it expects the 15 percent down payment to be the requirement which will affect most appliance buyers.

The Provisions. The new controls apply to any person who is engaged in the business of extending instalment credits in amounts of \$5,000 or less, or discounting, purchasing or lending on obligations arising out of such credit. Each such person is referred to in the regulation as a "registrant" and no registrant may offer such credit unless he has a license and complies with the requirements set up by the Board. Each registrant must file a registration form with the Federal Reserve Bank or branch in his district within 60 days of the effective date of the regulation.

Specifically listed in the 15 percent down, 18 months to pay category are the following items for household use: cooking stoves and ranges, mechanical dishwashers, ironers, mechanical refrigerators and food freezers, washers and dryers, combination units incorporating any listed article in the foregoing classifications, room unit air conditioners and mechanical dehumidifiers, radio or television receiving sets, phonographs or combinations, sewing machines and suction cleaners.

Domestic Science in Jail

Appliance dealers may well have been overlooking an important market for washers. Commissioners of Hughes county (South Dakota) have installed one of the appliances in the county jail. Prisoners now do their own laundry; and the county saves \$300 to \$500 a year.

The South Dakota experiment resulted when a woman buried at county expense was found to have been buying a washer on installments. The county paid off the balance of the contract and began domesticating its lawbreakers.



NEW DRYER, the Hydro-Magic, manufactured in Oakland, Calif., made its bow at the show. Distributor O. B. Wilt (center) shows its features to dealers Ed Faust and Lee Lehman.



NEW IDEA in compact kitchens is studied by Stuart Paine of Thompson & Holmes and manufacturer's rep George Hall. Unit includes Thermador range disposer.



NEW DESIGNS in TV cabinetry catch the eye of Mrs. S. Lachtman, Mission Furniture, San Francisco. Showing the set designed by Natalie Kalmus of Technicolor fame are E. J. Berzel and J. W. Winnick.

Merchandise Short, Dealers Scarce at Western Markets

Attendance by appliance dealers at the annual Western Summer Market in San Francisco July 31 to August 4 fell to a four-year low under the combined impact of three weeks of war-scare buying and the advent of allocations.

Already told just how many of each model they would get during the next few weeks, most dealers gave up their traditional visit to the showrooms in the Western Merchandise Mart in favor of minding their stores. Those

who did attend favored early Monday morning visits (rather than the traditional Wednesday appliance day) in the hope of getting first chance at distributors' stocks.

Despite initial showings of many television lines, dealers attending the market evidenced more interest in white goods. Many took a second look at dryers, ironers, dishwashers and kitchen cabinets as potential volume builders while refrigerators and ranges are on allocation.



NEW LINE for California dealers made its bow as Thomson-Diggs introduced the Murray ranges and matched steel kitchens. Thomson-Diggs also handles International Harvester line.



NEW WESTERN manufactured cabinet for Tele-tone set is shown to dealer Nick Siporen of Oakland and Vallejo by Claude Davies of Wood & Cies, Tele-tone distributors.



NEW MARKET for refrigerators is being sought by Freez-Pak with its office models. Distributor Paul Rice (left) shows a unit to Lee Singer and Fresno dealer J. B. Cowan.



NEW CHANCE at kitchen market is studied by Les Morris of Morris Refrigeration Co., Palo Alto, as Gordon Andrews of Apex shows him the firm's new portable dishwasher.

A GREAT TEAM FOR YOUR WASHERS!

**2 GREAT WASHING
COMPOUNDS NOW
AT ONE SOURCE
OF SUPPLY!**



**For clothes
washers!**



**For electric
dishwashers!**

Fun SOAPthetic NEW "3-IN-1" LAUNDRY DETERGENT

Sells quickly, steadily... reduces service calls. Proper balanced combination of soap (1) - synthetic detergent (2) - and water softener (3). Produces cleaner, whiter washes. Rinses freely. No soap scum. Keeps machine clean, too. Prevents lime scale. Recommended for use in leading washers. FREE SAMPLES available for demonstration purposes.

ELECTRA-SOL DISHWASHER DETERGENT

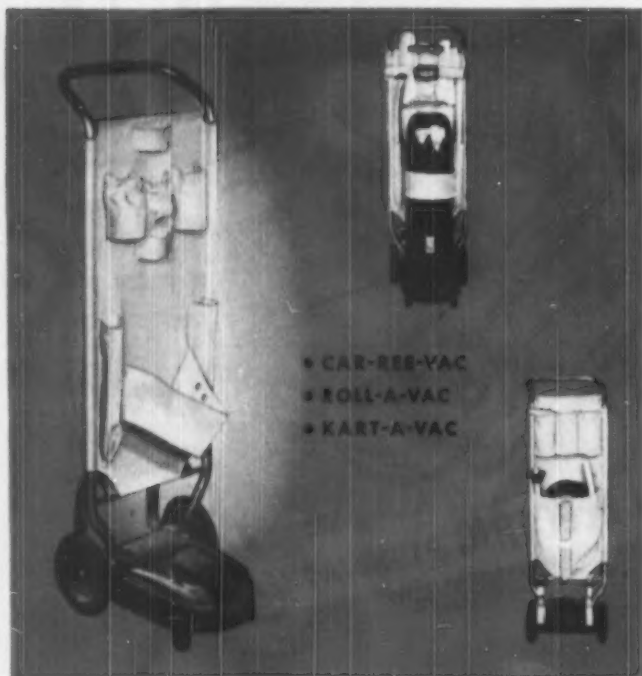
Fastest-growing dishwashing compound in America! Steady business from every dishwasher customer you have. Leaves tableware absolutely film-free, sanitized. Eliminates scum and scale in machine... cuts down service calls. It's non-caking. Comes in handy, exclusive metal pour spout package. Approved by leading dishwasher makers.

MADE BY THE MAKERS OF SOILAX!

ORDER FROM YOUR DISTRIBUTOR
OR WRITE
ECONOMICS LABORATORY, INC., St. Paul, Minn.

Are you selling only **HALF** of a vacuum cleaner?

Half a cleaner—half the sales—half the profit—twice the effort! Instead of trying to overcome your customer's objections, why not eliminate them? Remember, she wants portability, ease of handling, convenience . . . she expects time-saving, work-saving features as well as cleaning efficiency. And, as always, the customer is right!



Complete your sales with . . . THE FIRST, FINEST AND MOST COMPLETE VACUUM CLEANER CARRIER

Yes, complete your sales with Car-Ree-Vac'. For the first time you can break down all sales resistance to the tank type cleaner . . . your customer can readily see the advantages—no more stooping, bending, lifting, or backtracking. Car-Ree-Vac saves time, work and storage space. Every argument against the tank type cleaner can be answered with the Car-Ree-Vac.

Increase your vacuum cleaner sales, as a combination unit, or sell the carrier separately making satisfied customers out of both new cleaner buyers and present owners . . . attract attention and secure new prospects. And best of all, watch the cash register total new profits for you! Don't let another day go by without Car-Ree-Vac . . . the "other half of your vacuum cleaner sale." (Over 40,000 Now in Use)

Dealer and Distributor Inquiries Invited

WRITE, WIRE OR CALL

CAR-REE-ALL PRODUCTS, INC.
492 SEXTON BUILDING • MINNEAPOLIS, MINN.

New Infrared Lamps May Replace Conventional Elements on Range

New Sylvania lamps are said to heat faster than gas; range manufacturers reported ready to market test models

Lamps instead of sheathed coil units as heating elements for electric ranges are a definite possibility—and soon.

Sylvania's Richard G. Slauer, manager of the firm's applications laboratory, sprang these new high heat, sealed beam lamps at the national technical conference of the Illuminating Engineering Society in Pasadena, California in mid-August.

Sylvania officials would not comment on prices or availability of the lamps but it is understood that several range manufacturers will make limited market tests of ranges equipped with the new lamps instead of conventional units. One source said that manufacturers hoped to put such ranges on the market early next year.

Old Idea, New Lamp. Although the idea of using a lamp for cooking and the advantages of cleanliness potential with such a lamp have intrigued appliance designers for years, it took the development of new heat resistant glass to make such a range unit possible. Dr. W. W. Shaver of Corning Glass Co. preceded Slauer on the IES program and demonstrated the heat and shock resistance of new Vycor glass. With an operational temperature of 800° C, a softening point of 1500° C and thermal shock resistance increased by a factor of 8, a sealed beam or reflector type lamp heating element is possible.

Sylvania has used a 1250-watt element in an R-44 type lamp, a 1500-watt element in an R-48 and as high as 2100-watts in R-58 in its laboratory. Gold plating is used because of better infra-red reflectivity and heat resistance. The wattages were chosen to correspond to existing electric range surface elements.

For range use the lamp is installed in an aluminum or steel holder so that the face of the lamp is about a quarter inch below the range top. A flat red Vycor glass top-plate, comparable to the flat stove lid of the old coal range, is placed above the lamp at the stove surface. This makes an ideal top for small pots and pans. It absorbs over 98 percent of the light, leaving only a highly effective visible red glow by which the housewife can judge how hot the element is. The plate also seals off the lamp and prevents spillage from reaching it. This advantage is one of cleanliness alone, since even ice-water poured on the hot lamp will not create excessive thermal strain. About 60 percent of the lamp's energy is radiant; the remainder is absorbed by the glass plate and transmitted to the cooking utensil by conduction and convection.

Slauer said that tests had shown the lamp to have the same operating efficiency, maintenance and life as conventional range elements. The cost, for the present, is somewhat higher.

When commercially available the



SYLVANIA'S Richard Slauer demonstrates one of his firm's new infrared lamps, which may soon replace conventional sheathed coils as elements on electric ranges.

infrared stove lamp will have these advantages:

- instant heat, as fast as gas, far faster than conventional electric units
- visible heat, the degree of heat being indicated by the plate brightness
- smoother top than now available in either gas or electric ranges
- easy cleaning
- speedy cooking for small quantities of food because of instant heat and adequate heat density at center of plate.

Release New Market Data On California Cities

Relatively large numbers of housewives in Modesto, Fresno and Sacramento, Calif., planned on buying refrigerators, washers and sewing machines during 1950 according to the fourth annual consumer analysis of these markets by the McClatchy Newspapers.

In Sacramento 7.4 percent of the families interviewed planned on buying a refrigerator in 1950, 15.2 percent a washing machine and 10.5 percent a sewing machine. About two-thirds of those planning on buying a refrigerator already owned one; the same was true of washers. Sacramento families also planned to buy vacuum cleaners (9.5 percent) radios (9.5 percent) and home freezers (6.1 percent).

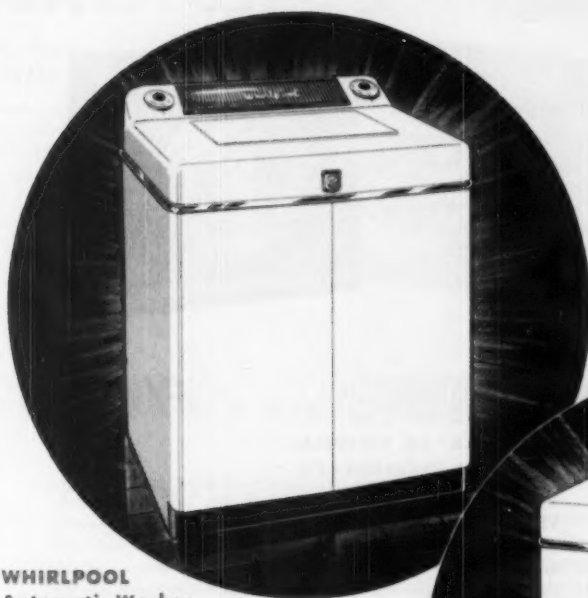
In Fresno 10.1 percent of the families planned on buying a refrigerator, 13.9 washing machines and 9.2 sewing machines. Other frequent Fresno buying intentions were recorded on radios (9.2 percent), cleaners (8.4 percent) and water heaters (5.6 percent).

In Modesto 8.9 percent planned to purchase a refrigerator, 14.1 a washing machine and 11.4 a sewing machine.

"Sell More, Profit More!"

WITH THE
BEAUTIFUL
NEW 1951

Whirlpool



WHIRLPOOL
Automatic Washer

... with Suds-Miser and the Seven Rinses, Cycle-Tone, Ultra-Violet Lamp, Agiflow water action, water saving on partial loads, automatic door release that glows when washer is in operation and other sales-clinching features.

Sensational . . . nothing comparable in appearance and value!
That's the verdict of profit-wise dealers and distributors after seeing the beautiful new 1951 WHIRLPOOL automatic washers and dryers.

WHIRLPOOL . . . most wanted by most women . . . has more of everything to make it a fast seller and real money maker for you. It has quality, design, eye-appeal, buy-appeal *plus* promotion by the biggest advertising campaign in WHIRLPOOL history.

You must see WHIRLPOOL to really appreciate its great profit opportunities. Don't settle for less . . . sell WHIRLPOOL, today's greatest home laundering sensation.



This Model has
"Flikit"
the glowing self-fluor

Whirlpool *SURGES* ahead

with the biggest national advertising and sales promotion package in its history to help you sell more, profit more! Advertisements in Saturday Evening Post, Better Homes & Gardens, Ladies Home Journal and Good Housekeeping . . . provincial sales aids, direct mail, product folders, mail stuffers, newspapers ads, displays, radio and TV spots.

Whirlpool
CORPORATION

For Over 50 Years Manufacturers of the World's Finest Home Laundry Equipment

ST. JOSEPH, MICHIGAN, U. S. A.
IN CANADA: John Inglis, Ltd., Toronto, Ontario

WHIRLPOOL
Dryers

... available in both electric or gas models . . . with many exclusive features to make your selling simple.

MAIL COUPON NOW!

WHIRLPOOL CORPORATION
St. Joseph, Michigan

I'm interested in the new 1951 WHIRLPOOL home laundry equipment . . . send me complete information.

Firm Name _____

Address _____

City _____ Zone _____ State _____

Individual's Name _____

E-10

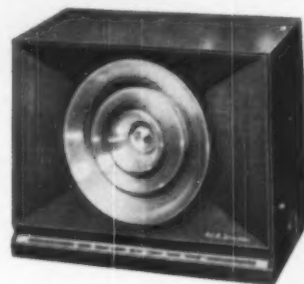
Bigger Profits ahead!...

from RCA

—WORLD LEADER

**RCA VICTOR 9X571
TABLE RADIO WITH 8-INCH SPEAKER**

It's RCA Victor's outstanding table radio... designed and engineered to sell! Customers get unbelievable performance with large 8-inch speaker, "Golden Throat" tone system, built-in Magic Loop antenna, plug-in phono jack. Completely modern styling. Available in rich striped mahogany on maroon finish (9X571), or modern blond mahogany on beige (9X572).



... FIRST IN

**"VICTROLA" 45 PERSONAL—
NEW "45" PHONOGRAPH**

For the first time—a portable RCA Victor "45" phonograph. Plays on 60 cycle AC current. It's the "Victrola" 45 Personal, newest member of the famous "45" family, packed with eye-appeal and "ear"-appeal. Feature this handsome maroon plastic case with collapsible carrying handle... and offer customers the same RCA Victor distortion-free reproduction that has won the hearts of music lovers everywhere. Plays a whole stack of seven-inch records at one loading.

... FIRST IN

**RCA VICTOR 'FAIRFIELD' (6T71)—
16-INCH TELEVISION CONSOLE**

Here's the RCA Victor console that has everything—clear, steady pictures with the world's finest 16-inch screen, artistic cabinetry designed to blend with Traditional or Modern decoration, brilliant "Golden Throat" tone system, and phono-jack to plug in record changers such as the RCA Victor "45." It's a favorite in the great new RCA Victor line that's bringing "Million Proof" satisfaction to over a million families.



RCA VICTOR



ONLY RCA VICTOR MAKES THE "VICTROLA"

"Victrola"—T. M. Reg. U.S. Pat. Off.

DIVISION OF RADIO CORPORATION OF AMERICA

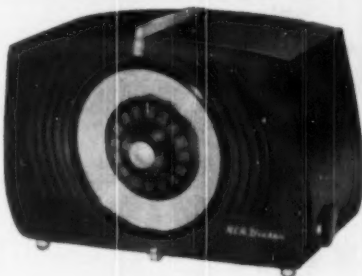
when you push these steady sales leaders

VICTOR

IN RADIO

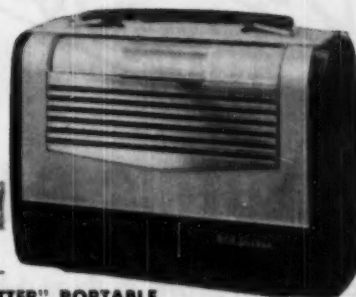
RCA VICTOR X551— VERSATILE TABLE RADIO

Table-model prospects are sure to find RCA Victor X551 the perfect "extra" radio. It's smartly styled for the bedroom, kitchen or den. Famous "Golden Throat" tone system gives authentic big-radio tone. Standard plug-in phono jack takes RCA Victor "45" and other record players. Handsomely modern . . . available in deep maroon (X551) or antique ivory finished plastic (X552) . . . at an amazingly low price!



RCA VICTOR BX6— NEW "GLOBE TROTTER" PORTABLE

Now, the newest version of the world's most wanted portable—the famous "Globe Trotter" by RCA Victor. Fashionable case is made of lightweight aluminum . . . has brown plastic ends and simulated leather trim. Big sales features include built-in Magic Loop antenna, automatic "On-Off" lid switch, and tuned RF stage to bring in distant stations. Plays indoors on AC-DC, outdoors on battery. Less batteries.



RECORDED MUSIC

RCA VICTOR 45W9—CHANGER WITH AM-FM RADIO

The world's finest musical entertainment, engineered to delight even the most demanding musician's ear! Large 12-inch speaker plus "Golden Throat" tone system . . . Extended Tone Range for truer, more realistic listening. Roll-out changer unit plays a whole stack of "45" records at one loading. Handsome Traditional cabinet holds a complete library of 100 seven-inch records—or 60 albums.



TELEVISION



RCA VICTOR 6T86— COMPLETE HOME ENTERTAINMENT

"The Rutland", in a beautiful 18th Century cabinet, combines 5 matchless home entertainment units to attract every prospect:—world's clearest and steadiest 16-inch television . . . powerful AM-FM radio . . . and two record changers—one for RCA Victor "45" records, one to hold twelve 78 or 33 1/3 rpm records. It's a great leader in a great new "sell up" television line!

ONLY RCA VICTOR MAKES
THE "GOLDEN THROAT"



RCA VICTOR—World Leader in Radio . . . First in Recorded Music . . . First in Television

Dealers!
Distributors!
...here's an

ELECTRIC RADIATOR

that's different—more saleable . . .
and there are a few high potential
sales territories still open—

**FULL
AUTOMATIC
CONTROL**

**CAST
IRON
EFFICIENCY**



with such sales-clinching features as these:

. . . hermetically-sealed, non-freezing fluid heat which never needs refilling . . .
corder-mounted for convenient portability to any place where heat is needed . . .
can be plugged into nearest 110 volt outlet . . . does not "dry" air but provides
pleasant warmth . . . comes complete with fully automatic controls which provide
automatic shut-off at any desired degree temperature and save current . . . employs
immersion-type element that lasts a life time . . . available in three colors (grey,
walnut, ivory) to meet room decorations . . . no moving parts . . . fully guaranteed.

SIZES . . . RATINGS . . . PRICES

| MODEL | WATTS | EDR Sq. Ft. | BTU RATING | Overall Length | SIZE ROOM | *FAIR TRADED RETAIL PRICES |
|-------|-------|----------------|---------------|-------------------|--------------|-------------------------------|
| R4 | 925 | 6.4 | 3160 | 10" | Corner | 29.95 |
| R6 | 980 | 9.6 | 3385 | 14" | Small | 39.95 |
| R8 | 1050 | 12.8 | 3585 | 17" | Medium | 49.95 |
| R10 | 1250 | 16.0 | 4400 | 21" | Large | 59.95 |
| R12 | 1500 | 20.0 | 5280 | 25" | Extra | 69.95 |

110 Volt Standard — 220 V or DC available

All radiators overall height 21 1/4" x 4 1/4" wide. 4 tube. Shipped, assembled and sealed
at factory. Ready to plug in.

*Slightly higher in West

DEALERS:

If your distributor can't supply
you . . . get in touch with us direct.

DISTRIBUTORS:

Ask us for details of exclu-
sive territories now open.



WRITE
PHONE
WIRE

EASTERN METAL PRODUCTS CO
TUCKAHOE, N. Y. Phone TUCKAHOE 3-8000

War Boom Pushes Freezer Output to All-time High

Mid-summer slump fails to appear
as heavy buying holds most lines
near record volume set in June

The continuing heavy consumer demand for appliances (helped along by considerable scare-buying during the early days of the Korean crisis) prevented July production figures from taking their customary mid-summer slump. With few exceptions, however, July totals did not keep pace with June's record-breaking accomplishments.

The notable exception was in the home freezer industry, which enjoyed its first boom during World War II and which appears now to be headed for a second one. July production shot upward to 76,699 units, almost 50 percent more than the June total, which was an all-time industry record. Freezer manufacturers in seven months of 1950 have turned out almost 20,000 units more than they did all last year.

Dryer production moved slightly upward in July and the vacuum cleaner industry regained the ground it lost in June. More typical of the appliance picture though, was the situation in the household refrigerator field, where production ran over the half-million mark for the fifth consecutive month, but still lagged behind May and June figures.

Three Up. Vacuum cleaner production, which in June fell to 250,000 units, moved upward to 279,967, slightly above May figures. The July total was 72.90 percent ahead of last year and seven month production was 21.55 percent ahead of 1949.

Dryer manufacturers turned out 23,588 units in July for the best month since April. In the seven month period manufacturers produced 151,427 dryers.

The record-breaking freezer production in July was 147.51 percent ahead of the same month in 1949 and raised seven month totals 85.56 percent ahead of last year.

Others Down. Refrigerator production, which climbed over the 500,000 mark in March and has stayed well over that level since, dropped to 507,029 in July, about 42,000 behind June. In seven months this year the industry has turned out almost as many units as in 11 months in 1949. Seven month totals of 3,569,318 are 46.11 percent ahead of the same period last year.

Range production remained over the lofty 100,000 level in July, but like refrigerators, fell considerably from June figures. The industry turned out 130,505 ranges in July, 28,000 less than in June (the all-time high for the industry). In seven months the industry has produced 26,000 more ranges than in all of 1949. July production was 106 percent ahead of the same month last year and seven month totals were 74 percent ahead of that period in 1949.

Washer Slip. Washer production fell sharply in July to 282,261 units, the poorest monthly showing since January and a fall of about 43,000 since June. Both monthly and seven month totals were, however, comfortably ahead of 1949, the latter being 52.90 percent beyond the 1949 figure.

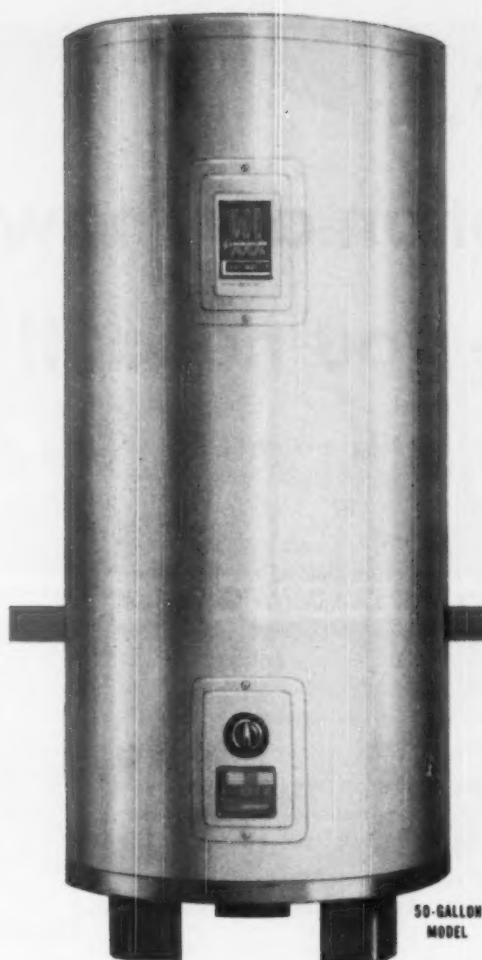
July ironer production also fell behind June totals, the industry turning out 25,100 units to bring seven month totals to 196,900, 25.49 percent ahead of the same period last year.

Water heater production, which shot sharply upward in June, fell back to its previous levels in July with the industry producing 64,060 units, 58.44 percent ahead of the same month last year. Seven month totals were 50 percent ahead of 1949 and almost equalled 10 month figures for 1949.

Service for Home Service Reps



HOME SERVICE REPRESENTATIVES from the nation's leading utilities gathered at Mansfield, Ohio, August 14-18 for a conference sponsored by Westinghouse. Included in the group around the table above are Marcella Finnegan (Ohio Edison), Loreen Jacobson (Wisconsin Power & Light), Ruth Shank (Union Electric), Madeline Mehlig (Commonwealth Edison), Mary Neibel (Dayton Power & Light), Phyllis Owen (Virginia Electric Power) and Ruth Englehart (Central Hudson Gas & Electric).



50-GALLON
MODEL

Check these Quality Features!



COMPLETE LINE. There's a complete range of sizes to suit every customer need. The Commander comes in 30, 40, 50, 67, and 82-gallon round models; also in 30 and 40-gallon table-top models.



NEW "LIFE-BELT"™ ELEMENT. The famous wide-area heating principle has been adapted to the new Commander. Operates at gentle "black heat"—prevents liming even in hardest water.



"IONODIC"™ SYSTEM. Optional at small added cost. Helps prevent corrosion. Here's internal tank protection that guards you against loss of valuable customer good will.



TEMPERATURE CONTROL. Gives finger-tip regulation of water temperature between 120° and 170° F. Set "Low," it gives maximum economy; set "High," it stretches hot water supply for extra-heavy demands.



FIBERGLAS INSULATION. More efficient heat-saving insulation that keeps heat in. Moisture-proof and vermin-proof. Outside surface of water heater stays cool—even when water is 170° inside!



BUILT-IN HEAT TRAP. Keeps hot water from escaping into uninsulated piping system. Prevents heat loss. Saves fuel, saves money, wins customer satisfaction.



10-YEAR SERVICE WARRANTY. Covers the element as well as the tank. Builds customer confidence in the product... in your store... in you.



UL-APPROVED. Carries the reassuring, respected seal of Underwriters' Laboratories.

TOASTMASTER'S answer to the Selling Problems you face in a market of rising prices!

SEVEN NEW LOW-PRICED *Commander* ELECTRIC WATER HEATERS!

● With prices of many things inching upward, most people—your customers included—are weighing their purchases more carefully than ever before. And the new "Toastmaster" Commander line is designed for exactly such a market.

This new low-cost line helps you sell many folks you might not ordinarily consider as prime prospects. It appeals to those who want safe, clean, dependable electric water heating but who, up to now, have felt priced out of the electric water heater market.

Yes, the new Commanders give you many new prospects—*live* prospects. And while prices of this new line are exceptionally low, these water heaters are definitely *not* "price models." Each is "Toastmaster"™ *quality* throughout. Each gives full value, builds sales, profits, and store prestige for you.

First, check the outstanding quality features of the new Commanders listed here. Many of these features are available for the first time in an electric water heater at really moderate cost. *Then*, return the coupon for full details.

Built by the makers of the famous "Toastmaster" Toaster

TOASTMASTER *Automatic Electric Water Heater*

"TOASTMASTER," "LIFE-BELT," and "IONODIC" are trademarks of McGraw Electric Company, makers of "Toastmaster" Toaster, "Toastmaster" Electric Water Heaters, and other "Toastmaster" Products. Copyright 1950, Clark Division, McGraw Electric Co., Chicago, Ill.

MAIL THIS COUPON NOW!

McGraw Electric Company, Clark Division E-100

5201 W. 63th St., Chicago 38, Illinois

Please send me full details on the

New "Toastmaster" Commander Water Heaters.

Name.....

Business.....

Address.....

City..... Zone..... State.....

The story of... an unusual LIFE promotion and how LIFE works every time you need it!

When Al Lehman, a paraplegic, learned that he would have to sell his appliance store and return to a VA hospital he set his heart on doing two things:

1. Sell as much merchandise as he could—fast!
2. Retained for his successor the good will he had built.

Al decided on the *one* perfect way to do both. He held an advertised-in-LIFE promotion. How did it work?

Here's what Al reported:

"We hate to leave the appliance business but having a LIFE promotion our last 2 weeks was a swell way to wind it up!

"Sales increases were at least 30% and if we were going to stay on with the store I know that some of the new faces we would be seeing would be due to the promotion."

The new manager, Bob Novak (picture at lower right), said that Al had lots of good things to say for this LIFE promotion.

And added:

"I feel that the LIFE promotion Al ran has helped to establish A & L as headquarters for LIFE-advertised merchandise, and has built customer following in this neighborhood. I certainly plan to continue both the name A & L and the policy of pushing these national brands. I am planning an advertised-in-LIFE promotion in late October or early November."

This is another example of how appliance dealers have used LIFE in their selling to move goods...stimulate greater sales...produce more profits.

In your town, make use of LIFE's local coverage—tie in with products soon to be advertised.





Gilbert H. Bloom of the Crosley Company who helped with the promotion



Russell Larson, of Commonwealth Edison, who pitched in and helped



TIE IN WITH LIFE AT YOUR STORE!

MAJOR APPLIANCES

- Oct. 2 Hoover Vacuum Cleaner—page, c.
Kelvinator, All Products—page, c.
Lewyt Vacuum Cleaner—page, c.
Westinghouse Range and Refrigerator—page, c.
G-E Dishwasher—page
- Oct. 9 G-E Automatic Washing Machine—spread, color
Westinghouse Laundromat and Drier—spread, color
Admiral Refrigerator—page, c.
Hoover Vacuum Cleaner—page, c.
Universal Gas Range—1/2 p., c.
- Oct. 16 Frigidaire Refrigerator—page, c.
G-E Refrigerator—page, color
Hoover Vacuum Cleaner—1/2 p., c.
Duo Therm Space Heater—1/2 p.
Maytag Automatic Washer—1/2 p.
- Oct. 23 Hotpoint Appliances—spread, c.
Hoover Vacuum Cleaner—page, c.
Sunbeam Shavemaster—page, c.
Thor Washer—1/2 page

SMALLER APPLIANCES AND HOUSEWARES

- Oct. 2 Super Kem Tone and Kem Tone—page, color
Club Aluminum Cookware—1/2 page, color
G-E Sandwich Grill-Waffle Iron—1/2 page
Excello Kitchen Towels—14 lines
- Oct. 9 G-E Bulbs—1/2 page, color
Osterette Mixer—1/2 page
Clorox—1/4 page
- Oct. 16 Cut Rite Wax Paper—page, color
Sherwin Williams Paint—page, c.
Westinghouse Bulbs—page, color
Club Aluminum Cookware—1/2 page, color
Sutherland Serviset—1/2 page, c.
Camfield Toaster and Coffee Maker—1/2 page
G-E Toaster—1/2 page
Universal Appliances—1/2 page
- Oct. 23 Johnson's Glo Coat—spread, c.
Dormeyer, All Products—page, c.
G-E Bulbs—page, color
Super Kem Tone and Kem Tone—page, color

HOME FURNISHINGS

- Oct. 2 Englander Mattress—page, color
Velon Drapery Film—page, color
Lady Pepperell Sheets—page
Welsh Juvenile Furniture—1/4 p.
Cannon Sheets—1/4 page
Lane Cedar Chests—1/4 page
Thayer Carriages—1/4 page
Perm-A-Lator Insulators—56 lines
- Oct. 9 Beautyrest Mattresses—page, c.
Bigelow-Sanford Carpets—page, c.
Lane Cedar Chests—page, color
Consider H. Willett Furniture—1/2 p.
Restonic Mattress—1/4 page
Thayer Carriages—1/4 page
- Oct. 16 Alexander Smith Floor Coverings—spread, color
Dan River Sheets—page, color
Kroehler Furniture—page, color
Cannon Sheets—page
Lane Cedar Chests—1/4 page
Thayer Carriages—1/4 page
Comfort Springs—28 lines
- Oct. 23 Airfoam Mattress—page, color
Playtex Pillow—page
Libbey Glasware—1/2 page
Thayer Carriages—1/4 page
Ostermoor Mattress—112 lines

RADIOS, TELEVISION, RECORDS, INSTRUMENTS

- Oct. 2 G-E Automatic Blankets—spread, c.

RCA Home Instruments—spread
G-E Clock-Radio—page, color
Crosley TV—page

- Oct. 9 G-E TV—spread, color
RCA Victor Records—page
Lester Piano—1/2 page
Capitol Records—1/4 page
- Oct. 16 Motorola TV—page, color
Philco TV—page, color
Arvin TV—1/2 page, color
Belmont TV—1/2 page
- Oct. 23 Du Mont TV—page, color
Capehart-Farnsworth TV—page
Crosley TV—page
Sparks Withington Radio and TV—1/2 page
Capitol Records—1/4 page

JEWELRY, CLOCKS AND WATCHES

- Oct. 2 Telechron Clocks—page
Sessions Clocks—1/2 page
Marvella Pearls—14 lines
- Oct. 9 Artcarved Diamond and Wedding Rings—page
Le Coultre Watches—page
Keepsake Diamond Rings—1/2 p.
Feature Rings—1/4 page
- Oct. 16 Telechron Clocks—page, color
G-E Clocks—1/2 page
Girard-Perregaux Watches—1/2 p.
Marvella Pearls—1/2 page
Westclox—1/2 page
Movado Watch—1/4 page
Vulcan Watches—1/4 page
- Oct. 23 Swiss Federation of Watch Makers—page, color
Artcarved Diamond and Wedding Rings—1/2 & 1/4 pages

SILVERWARE

- Oct. 2 1847 Rogers Bros. Silverplate—p., c.
- Oct. 9 Community Silverplate—page, c.
Holmes and Edwards Silverplate—page, color
Reed & Barton Sterling Silver—1/2 page, color
- Oct. 23 1881 Rogers Bros. Silverplate—p., c.
Holmes and Edwards Silverplate—page, color

CAMERA SUPPLIES AND OPTICAL GOODS

- Oct. 9 Ansco Film—1/2 page
Graflex Cameras—1/4 page
- Oct. 16 Eastman Kodak Picture Taking—page, color
Kalart Camera Accessories—1/2 p.
- Oct. 23 Graflex Cameras—1/4 page

STATIONERY REQUISITES

- Oct. 2 Texcel Tape—page, color
Nu-Ace Mounting Corners—28 l.
- Oct. 16 IBM Electric Typewriters—page, c.
L. C. Smith & Corona Portable Typewriters—page, color
Waterman Pens—1/2 page
Fairchild Playing Cards—42 lines
Nu-Ace Mounting Corners—28 l.
- Oct. 23 Wearever Pens—page, color
Sheaffer Pens—1/4 page

ADVERTISED IN
LIFE

9 Rockefeller Plaza, New York 20, N. Y.

EVERYBODY with a FLOOR is a RED HOT PROSPECT

- SCRUBS!
- SANDS!
- POLISHES!
- BUFFS!
- WAXES!
- DRY CLEANS!
- REFINISHES!

for the sensational
General

**General
Twin-12**

WITH
2 WAXING BRUSHES,
2 POLISHING BRUSHES, 2 LAMBS-WOOL BUFFS

FEATURE-BY-FEATURE GENERAL'S THE FINEST!

- Brushes outlast others 3-to-1! Bristles wearable to the wood!
- Streamlined all-metal styling! No plastics to chip or crack!
- Twin-mesh brushes—full 12" swath! No unpolished areas!
- Most quiet and vibration-free!
- Complete, genuine Lambs-wool Buffers—no mere felt pads!
- Powerful $\frac{3}{4}$ -H.P. AC-DC motor!
- Full year guarantee!
- Extra-long 47" handle! 30 ft. cord! Save steps! Save work!

Order Now!

WRITE FOR DETAILS!

Here's the amazing BIG PROFIT appliance with the BIG SALES opportunity! Exclusive work-saving, floor-saving features found in no other floor machine! National advertising campaign paves the way—gets women up off their knees and into your store! Market virtually untapped! Backed by the builders of the world's most complete line of floor machines—General!

Wherever there's a floor, there's a prospect for the amazing General Twin-12! It does every floor care job quicker, quieter, easier! Wood, asphalt, tile, linoleum, rubber, terrazzo—any kind of floor. General glorifies them all, preserves them all! Makes new floors out of old! In minutes, brings mirror-like hard-wax beauty that lasts for months!

What's more, a General is easier to use than a vacuum cleaner! It's the first and only perfectly balanced floor machine! Full 12" spread, counter-rotating brushes prevent "walking sideways"! Attachments snap on...snap off!

Look over this list of famous General features—and write today for full details! Every floor needs a General! Cash in now!



EXCLUSIVE SNAP-ON
SIDE HANDLES perfect for
furniture, panels, cars!
Only General has them!



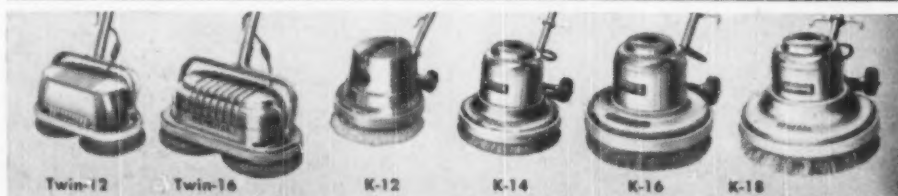
BIG FALL ADVERTISING DRIVE IN:

SATURDAY EVENING POST
HOUSE BEAUTIFUL
HOUSE & GARDEN
HOLLAND'S
SUNSET

Be ready to cash-in!

GENERAL FLOORCRAFT, INC., Dept. 110, 421 HUDSON STREET, NEW YORK 14, N. Y.

General WORLD'S FINEST FLOOR MACHINES FOR
HOMES, BUSINESS, INDUSTRY, INSTITUTIONS



Twin-12

Twin-16

K-12

K-14

K-16

K-18

FCC Approves CBS Color TV, But Reserves Final Decision

Hope for other systems depends on whether
makers turn out bracket standard sets

While the Federal Communications Commission's recent half-way decision on color television for commercial use favored the Columbia Broadcasting System, it left much uncertainty as to the immediate future of the industry.

The Commission, on Sept. 1, announced that it was not adopting a final decision at this time but that if a decision had to be made, it would select the CBS system. It agreed to postpone the final ruling if manufacturers would stop making the present type of sets and build sets employing bracket standards. If a substantial number of manufacturers would not agree, the Commission stated that it would immediately issue a final decision adopting the CBS field sequential standard.

Manufacturers were required to notify the Commission by September 29 whether they will build receivers using bracket standards—that is, receivers that could handle the scanning of both the present system and the CBS system in black and white (the existing 525 line system and the 405 line standard of CBS). The new receivers would have a manual and automatic switch to allow selection instantaneously between the two sets of standards.

Ask Production in 30 Days. Representative manufacturers believe that sets can be built to meet these specifications, but whether it is possible to go into production as soon as the Commission indicates is another question since it would allow, at best, practically no time for field testing. At least 30 days after the Commission's order setting up bracket standards, the manufacturers are expected to start making the sets. Furthermore, the cost of new sets is expected to be considerably higher.

In return for manufacturer's co-operation, the FCC said it would only propose that color standards be adopted on the basis of the CBS system. Proponents of new compatible systems or those who can show significant improvements on compatible systems since the record closed last May have an opportunity to demonstrate them to the Commission within a certain specified time. This proposal would allow RCA, CTI, and other systems to get back in the race, providing representative receivers are delivered by Dec. 5, 1950, to the Commission's laboratory at Laurel, Md., for test and study and also providing a signal is on the air in Washington for demonstrating the system. The Commission further pointed out that by this time CBS may be ready to demonstrate a tri-color tube or other means of achieving large-size direct-view pictures.

Compatibility Thrown Out. The Commission concluded that no compatible system demonstrated before the Commission to date was able to meet the Commission's criteria for a TV color system. This applies to both RCA and CTI. While a compatible system would be desirable, it stated, compatibility is too high

a price to put on color. Meantime CTI has announced a brand new, compatible system which it claims will meet every requirement. A similar announcement has come from General Electric, and RCA has made important improvements in its system.

The problem of receiver compatibility is considered by the Commission to be a temporary one. Based on the assumption of 7,000,000 sets in the hands of the public at the present time, the problem of compatibility would be less each year depending on the annual rate of production. For example, the Commission pointed out, if sets were to continue to be manufactured at the present rate of production (five to six million sets a year) then one year after the adoption of an incompatible system (CBS) approximately 40 percent of the receivers in the hands of the public should be capable of receiving these signals without any change whatsoever since they will have been built that way. The percentage will become progressively larger each year. As for owners of existing receivers, if they make no change, they will still be able to receive programs broadcast in accordance with the present monochrome standards. The Commission assumes these standards will be in operation for several years after a final decision is made on color. Owners can spend "the relatively minor amount of money necessary to adapt their sets and thus be able to receive all programs in black and white, or they can spend a slightly larger amount and get color programs in color." The Commission concludes that it would not be in the public interest to deprive 40,000,000 American families of color television in order to spare the owners of 7,000,000 sets the expense required for adaptation.

A number of witnesses during the hearings differed sharply with the "relatively minor amount of money" that would be needed to adapt the present systems to the CBS system.

Color Not for the Few. The FCC made it plain that in establishing final standards a system must be chosen that produces a satisfactory color picture, is capable of operating through apparatus that is simple to use in the home, and is cheap enough in price to be economically available to the American purchasing public. It definitely does not favor a system where only black and white receivers are cheap enough for the masses, and color is available only at luxury prices.

Equipment Manufacturers Name Blakeslee to Board

Howard G. Blakeslee, vice-president and general manager of the Cory Corp., has been named a member of the board of directors of the National Assn. of Food Equipment Mfrs. Mr. Blakeslee is also a director of the National Electrical Mfrs. Assn.

Nothing but Satisfied Customers

WHEN YOU SELL

HAAG ★★★★★ WASHERS

It's the
SERVICE
FREE
Washer
Line
with
4 Star
Features
for
PLUS
PROFITS



SELL HAAG-KEEP YOUR PROFITS

The advantages offered you by the quality-built Haag line will lead the way to more sales and more profit. Haag's record of service-free performance is top in the industry. When you sell Haag Washers you keep your profits—you eliminate your service expense, and you make satisfied customers for your store. Haag Washers give you PLUS SALES—PLUS PROFITS with the details of service-free machines in your territory.

Here's how Hudson's hit the mark



POST ITEM PROMOTION

ITEM: Arrow White Shirts.
 Size: 34-36
 Color: White
 Price: \$1.50
 Quantity: 100
 Arrow White Shirts, Inc.
 1000 Broadway
 New York, N. Y.

Keep Select Shirt Company
 is the
ARROW White Shirt

A business tailored on
 a strong body tapered at
 a waist to waist-line

CLIP LOGO AND PASTE ON YOUR SIGN

USE THESE SALES CLIMBERS

1. Arrow shirts have the Arrow half-tapered fit.
2. The buttons are sewed on -- won't pull off.
3. Tailored to waist and true length.
4. Sanitary lined for time that is always.
5. One style is one finer broadcloth.
6. One style is one finer broadcloth.
7. One style is one finer broadcloth.
8. One style is one finer broadcloth.
9. One style is one finer broadcloth.
10. One style is one finer broadcloth.

See Arrow-shirt collar.
 One style is one finer broadcloth.
 One style is one finer broadcloth.
 One style is one finer broadcloth.
 One style is one finer broadcloth.
 One style is one finer broadcloth.
 One style is one finer broadcloth.
 One style is one finer broadcloth.
 One style is one finer broadcloth.
 One style is one finer broadcloth.
 One style is one finer broadcloth.

On July 6, Hudson's received the POST's Item Promotion kit covering department store products to be advertised in the July 29 POST. They laid plans for a POST-Arrow shirt promotion. The item sheet reproduced above gave all the information necessary.

ARROW WHITE SHIRTS

2 On Wednesday, July 26, The Saturday Evening Post hit the stands carrying this advertisement. Hudson's was ready. The special Arrow point-of-sale material was all in place. The display department had installed a special Arrow shirt window tying in with the ads.

ARROW WHITE SHIRTS

favorites everywhere!

Arrow white shirts

in the styles and collars you prefer

Whether you like the Arrow "Dart" with the fixed regular point collar, the Arrow "Pail" with widepread left collar or the Arrow "Duck" with regular fixed collar and French cuffs, you'll find your favorite in the large selection of Arrow shirts at Hudson's. Sanitized fabrics, expert tailoring and perfect cut collars leave these shirts looking and feeling right. Come in for your favorite Arrow.

HUDSON'S store for men

3 Hudson's promotion was carefully planned. They ran an advertisement in the Detroit Free Press featuring Arrow shirts in the Post ad. Hudson's knew the power of national advertising from experience. And from experience they knew how to make the most of this power in selling goods.



4 Here's the special POST-Arrow window that Hudson's installed for the item promotion. There are three copies of the POST opened to the Arrow shirt advertisement, two copies displaying the cover of the issue. One glance tells the man on the street that here are the shirts he saw advertised in the POST.



5 Here's what Hudson's said about this promotion: "The results were more than satisfactory. It has been our experience that it pays to tie in with national advertising. And we shall certainly continue to do so."

Interested in item promotions?



Every week the POST's Item Promotion Service is mailed to top department stores in the United States. In plenty of time to make plans for promotions, it provides advance information on department-store products to be advertised in the POST. It also includes a merchandising newsletter, case histories of outstanding item promotions, and sales-training and copy suggestions. It was designed to meet retailers' specifications, and it has won the acclaim of top retailers from coast to coast. For full details, write: The Saturday Evening Post, Philadelphia 5, Pennsylvania.

THE SATURDAY EVENING
POST

**America's
greatest
merchandising
medium**

VOSS

WASHERS

... ARE REALLY DIFFERENT
... EASIER TO SELL
... ASSURE GREATER PROFITS!



Strip off the name plates of various washers and examine their features. With only one exception you can hardly tell one washer from another . . . that exception is Voss.

COMPARE THESE OUTSTANDING FEATURES

Tangle-Proof Top Suds Washing • World's Only "Electro-Safe" Wringer • Corrugated, Double-Wall Insulated Tub • Automatic Timer • Ball Bearing, Sealed-in-Oil, "Time-Tested" Mechanism and many others, all designed for easier sales.

VOSS BROS. MFG. CO.
DAVENPORT, IOWA



CAPEHART'S director of sales, E. Patrick Toal, shows off a 19-inch combination model to distributors attending the firm's annual distributor convention in Fort Wayne, Ind., in mid-August.

New Cabinets, Chassis Featured by Capehart

Capehart-Farnsworth Corp. in mid-August showed its distributors a 13-model television line which places emphasis on cabinet styling and the performance of a new receiver chassis.

Distributors, assembled in Fort Wayne's Quimby Theater for the firm's annual distributor convention, also saw the firm's 1951 radio-phonograph line and heard company executives outline Capehart's role in the television industry.

The TV line begins at \$279.95 for a 16-inch rectangular tube table model and goes up to \$850 for a 19-inch combination model. Cabinets were shown in 18th century English, French Provincial and modern stylings.

The new chassis has increased sensitivity and stability and Capehart officials claim it will make television reception possible in thousands of homes where it is not now satisfactory. E. Patrick Toal, director of sales, introduced the new lines. Other speakers included president Fred D. Wilson, vice-president Philo T. Farnsworth, S. A. Morrow, advertising director, and J. William Costello, sales promotion manager.

attachments it "mixes, minces, beats, kneads, whisks, grates, slices, and extracts juice."

A. B. Fare Armaturfabrik, Swedish manufacturer, exhibited a three-rack dishwasher and Astral Equipment of Glasgow showed its small refrigerator at \$129.95.

Sewing machines were exhibited by Anker Rz, Vigorelli, Pfaff, Bernina, Bismarckwerke and Necchi. Interseas Co. showed six-tube portable radios.

American exhibitors included John Oster Mfg. Co., Dearborn Stove, Ilg Electric Ventilating, Ekco Products, Webster-Chicago, Free Sewing Machine, Singer Sewing Machine, White Sewing Machine and Lafayette Radio.

Pettit Succeeds Manson in RTMA Advertising Post

L. E. Pettit, manager of the advertising division of General Electric's electronics department, has been appointed chairman of the Radio-Television Mfrs. Assn. advertising committee. He succeeds Stromberg-Carlson's Stanley H. Manson, who resigned after three years as chairman. Pettit had served as vice-chairman for some time and will be succeeded in that role by H. F. Guenin, Jr., of RCA-Victor.

International Trade Fair Shows Few Appliances

Relatively few electric appliances were displayed at Chicago's International Trade Fair in mid-August. A record crowd of 325,000 persons, including 25,000 accredited buyers, attended the show.

A British manufacturer, B. V. C. Appliances, Inc., showed three tank type cleaners at \$49.50, \$62.50, and \$78.50; a washing machine with hand wringer for \$98.50; a three-heat iron for \$8.50; a combination clock, adjustable lamp, ash tray and penholder for \$16.50; a "Teasmade" combination including electric kettle, synchronous clock, teapot and tray, for approximately \$54.50.

Huwood Components, Ltd., another British firm, showed a Lam-mix mixer-mincer for \$95; with

Wealthier Owners Get TV "For a Price"

The poorer you are the more you pay.

That's apparently true of television owners in Chicago. A survey released recently by John Meck Industries, Inc. indicates that 23 percent of high income families bought TV at factories or wholesale outlets while only 11.1 percent of the lower income group used this method.

Slightly over 68 percent of the low income families bought their sets from neighborhood stores; only 35 percent of their wealthier group patronized these stores according to the survey.

your business

is their business

The advertisers listed below know that your business—
and theirs—depend on brand-minded customers.

They know, too, that 47.2% of your customers read
LADIES' HOME JOURNAL. That's why they spend more advertising
dollars in each issue of the Journal than in any other magazine
—to help you sell their products quickly and profitably!

FROM NOVEMBER, 1949, TO OCTOBER, 1950, YOUR BRAND HEADLINERS WERE:

Air-Way Sanitizer Vacuum Cleaner
American Beauty Electric Iron
Arvin Automatic Toaster and
Electrical Appliances
Arvin Electric Housewares
Arvin Ironing Tables
Arvin Electric-Cook
Arvin Toaster and Lazy Susan
Cadillac Vacuum Cleaners
Caloric Gas Ranges
Casco Steam & Dry Iron and Casco
Electric Heating Pad
Club Coffeeware
Cory Coffee Brewer
Crane Bathroom Fixtures
Crane Sinks and Cabinets
Crosley Electric Range
Crosley Electric Water Heaters
Crosley Freezer
Deepfreeze Home Freezers
Deepfreeze Refrigerators
Dexter Twin Tub
Dexter Twin Tub and Single
Tub Washers
Dietz "Pioneer" Electric Lantern
Doray Defroster
Easy Spindrier
Electre Steam Room Humidifier
Electre Steam Vaporizer
Farberware Stainless Steel
Cooking Ware
Federal Enameled Ware
Fletcher's Roastwell Roasting Pan
Frigidaire Automatic Washers
Frigidaire Electric Range

Frigidaire Refrigerators
G-E Automatic Blankets
G-E Automatic Toaster
G-E Iron
G-E Refrigerator and Refrigerator-
Freezer Combination
G-E Triple-Whip Mixer
Gibson Electric Range
Gibson Electric Ranges and
Refrigerators
Gibson's Refrigerators
Gilbert Whirl Beater
Haeger Lamps and Pottery
Hamilton Beach Mixer and Mixette
Hardwick Gas Range
Hoover Cleaners
Hoover Iron
Hotpoint Automatic Dishwasher
Hotpoint Electric Ranges
Hotpoint Refrigerators
International Harvester Refrigerators
Johnson's Waxes and Wax Electric
Polisher
KitchenAid Mixer and KitchenAid
Electric Coffee Mill
KitchenAids
K-M Liquidizer & K-M Products
K-M Pop-Up Toaster and Waffle Baker
Kold Pak Portable Electric Refrigerator
L & H Lectro-Host Electric Range
L & H Lectro-Host Home Freezers
L & H Lectro-Host Refrigerator
Lewyt Vacuum Cleaner
Magic Chef Gas Ranges

Maytag Washers
Maytag Washers and Gas Range
Met-L-Top Ironing Table
Mirro-Matic Electric Percolator
Mirro-Matic Pressure Cooker
Monitor Aerator Washer
Motorola Clock Radio
Motorola Portable Radio
Motorola Table Radio
Motorola Television
Motorola Television-Radio-Phonograph
Necchi Sewing Machines
Nesco Electric Roaster and
Kitchen Utensils and Containers
New Home Sewing Machines
Norge Gas Range
Norge Refrigerator
Norge Washer
NuTone Door Chimes
Perfection Electric Ranges
Pfaff Sewing Machines
Philco Refrigerator
Philco Refrigerator and Electric Range
Philco Television
Presto Cookers
Presto Vapor-Steam Iron
Proctor Household Servants
Revere Ware
Rid-Jid Ironing Tables and Ladders
Rival Products
Royal Vacuum Cleaner
St. Charles Kitchens
Sunbeam Coffeemaster
Sunbeam Ironmaster
Sunbeam Mixmaster

Sunbeam Toaster
Tappan Gas Ranges
Toastermaster Hospitality Set
Toastermaster Pop-Up Toaster
Toastermaster Toaster and Hospitality Set
Toastermaster Waffle Service and
Hospitality Set
Toastwell Electric Toaster
Universal Coffeemaster
Universal Electric Blanket
Universal Stroke-Saver Iron
Universal Toaster
Verplex Lamps and Shades
Wear-Ever Aluminum Cooking Utensils
Wear-Ever Aluminum Pressure Cooker
West Bend Aluminum Gifts for the Home
West Bend Electric Percolator
Westinghouse "Commander" Electric
Range
Westinghouse Frost-Free Refrigerators
Westinghouse Home Appliances
Westinghouse Light Bulbs
Westinghouse Refrigerators
Whirlpool Automatic Dryer
Whirlpool Automatic Washer
Whirlpool Automatic Washer and Dryer
White Sewing Machine
Youngstown Kitchens
Zenith Clock-Radio
Zenith Radio-Phonograph
Zenith Radio-Phonograph-Television
and Radios
Zenith Television and Radios
Zenith TV Radio-Phonographs,
Television Consoles and Radios

Nearly half—47.2%—of 72,012 women shoppers interviewed in 642 retail stores of all kinds reported they read

LADIES' HOME

Journal

Largest newsstand sale of ANY magazine, weekly or monthly

**Pick-up
Extra Profits
2 WAYS!**



1. SELL CALGON.



Add to your profits on automatic or standard washing machines by handling Calgon. The market is tremendous! Calgon really performs wonders with water . . . banishes washing film and mineral deposits . . . makes any soap or detergent wash better. Calgon is recommended by leading manufacturers of washing machines . . . it's easy on clothes . . . a favorite with housewives. To guarantee best results with the washers you sell — sell Calgon, too!

2. SELL CALGONITE!



Calgonite, the only mechanical dishwashing compound that contains Calgon, is a natural for home dishwashing machines. Dishes come clean, silverware and glassware sparkle when Calgonite is added. Calgonite prevents washing film and mineral deposits, keeps machines running good as new. Saves time and money on service calls. You're selling top performance — and making a profit too — with Calgonite!

Repeat Sales Come Easy — Profits are Steady!

Housewives use up these products fast . . . come back for more. One user tells another, demand increases and so do your profits!

2,840,184,180 ads in 9 national women's magazines and 193 leading newspapers assure quick turnover . . . pull traffic into your store. Cash in on this big business now!

Write for literature on Calgon and Calgonite

CALGON, INC., HAGAN BUILDING • PITTSBURGH 30, PA.

News Briefs

New TV Plant. Westinghouse Electric Corp. will begin construction soon on a new television plant at Metuchen, N. J., which will nearly triple the firm's TV manufacturing capacity. The new plant will serve as headquarters for the firm's television-radio division, now located at Sunbury, Pa. The new plant is scheduled for completion in April, 1951.

No New Models. Coolerator Co. has postponed introduction of its 1951 line because of the unsettled Korean situation and current market conditions. The firm has cancelled plans for its annual "conclave" in late October and, effective September 1, began allocating merchandise to distributors.

Lower Price. Lewyt's new combination vacuum cleaner-carpet sweeper rug nozzle will cost only \$4.95 extra with the firm's new cleaner instead of \$9.95 as originally announced. Sold separately the new nozzle will cost \$11.90.

Allocation Plan. American Kitchens products have been placed on allocation to distributors as a result of a "tremendous upsurge in sales volume" and difficulty in procuring essential materials.

Raise Prices. Retail prices on eight of 12 communications models in the Hallicrafters radio line were recently raised approximately \$10.

Bendix Controls. Bendix Television has announced a plan to insure "fair" distribution of its television and radio receivers. Based on previous sales activity, the plan allows a proportionate share of current production to be shipped to warehouse centers for distribution to dealers.

War Division. Gibson Refrigerator Co. has established a separate war products division under the direction of Albert M. Gibson. A plant formerly used for warehousing will be utilized by the new division. The move does not affect Gibson civilian production.

Plant Addition. Hartzell Industries, Inc., has begun work on a \$100,000 addition to its main fan plant in Piqua, Ohio.

Hoover Overtime. Production of Hoover cleaners has been placed on a six-day week basis to meet sharply increased demand. Deliveries to dealers, branches and districts is being limited on the basis of percentage of sales during the first six months of the year.

York Campaign. York Corp. has launched one of the biggest advertising campaigns in its history to introduce the firm's new line of residential conditioners. Distributors and dealers will receive a "how-to-do-it" folder for use in planning their own campaign. York will expand its current dealer and distributor organization.

Meet Quotas. Increased military procurement will not materially affect the company's production for the remainder of the year, Robert S. Bell, vice-president of Packard-Bell Co., told stockholders in late August. He said that the firm believes it can meet 90 percent of its production schedule for the fall months.

Shift Offices. Sales management of all American Stove Co. oil stoves, gas and oil space heaters and furnaces has been transferred from Lorain, Ohio, to St. Louis.

(Continued on page 120)

Fourth of July Every Day



EXECUTIVES of Admiral Corp. and General Outdoor Advertising Co. gather to light this sky-rocketing sign high above Chicago's Michigan Ave. The five sky-rockets culminate their skyward climb in a two million candlepower burst of light three times a minute. From left to right are General's U. H. Burke, Clarence Tay and Wallace Johnson of Admiral, B. L. Robbins of General, and L. H. D. Baker and Seymour Mintz of Admiral.

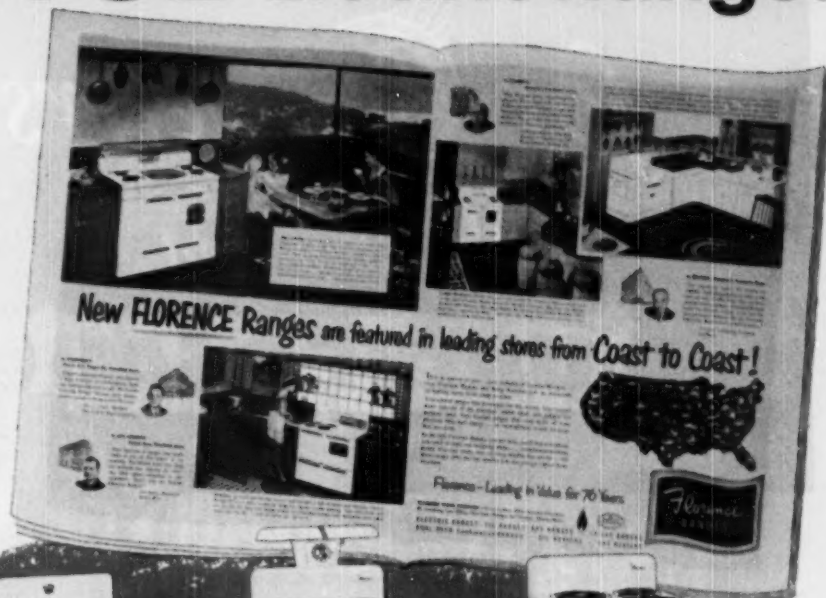
Presenting the Complete New 1951 Line of **FLORENCE** Electric Ranges

EXCITINGLY NEW, the 1951 line of Florence Electric Ranges is outstanding in its modern design...its up-to-date styling that pairs work-saving efficiency with kitchen beauty! Most wanted accessories...new, Duplex convertible deep-well Budget Cooker. There's a 1951 Florence Electric Range for every kitchen—for every customer's pocketbook.

AS ADVERTISED IN the October 14th

**THE SATURDAY EVENING
POST**

This big, colorful 2-page spread, appearing in the October 14th POST, does a big job for every Florence dealer...building prestige...and creating a reputation for quality and value.



Deluxe Model 164—shown with accessory B-18. Available with accessory A-16 or plain.



Space-Saver Model 113—shown plain. Available with accessory A-16.



Space-Saver Model 114 with Budget Cooker—shown with accessory A-17. Available with accessory A-16 or plain.



Space-Saver Model 115 with 4 top heating units—shown plain. Available with accessories A-16 or A-17.



Standard Model 134—shown with accessory A-17. Available with accessory A-16, B-18 or plain.



Model 144—shown with accessory A-16. Available with accessory A-17, B-18 or plain.

**GAS RANGES • LP-GAS RANGES • ELECTRIC RANGES • OIL RANGES
DUAL-OVEN Combination RANGES • OIL HEATERS • GAS HEATERS**

FLORENCE STOVE COMPANY... General Sales Offices and Plant: Gardner, Mass. Mid-Western Plant: Kankakee, Illinois. Southern Plant: Lewisburg, Tennessee. Other Sales Offices: 1 Park Avenue, New York; 1452A Merchandise Mart, Chicago; 419 Western Merchandise Mart, San Francisco; 53 Alabama St., S. W., Atlanta; 301 North Market St., Dallas.



NICHROME

for **38** years

the choice of

UNIVERSAL

38 years ago, the first world war was a thing of the future... the second undreamed of. Which, indeed, puts thirty-eight years ago a long way back!

Yet it was then that Landers, Frary & Clark—makers of the famous "Universal" line of appliances—selected Nichrome resistance wire for one of the most responsible jobs on its production line. The job of supplying heating elements of such exceptional efficiency and dependability that consumer good will would be assured for all "Universal" heat-supplying products.

How well Nichrome has fulfilled that assignment—has continued to meet the higher standards required by progressive improvements in "Universal" appliances—is best stated in Landers, Frary & Clark's own words: "We are pleased to give full credit to Nichrome Heating Elements. During the 38 years we have used Nichrome resistance wire, we have found no occasion to modify our complete confidence in this product. It has contributed materially to maintaining our outstanding reputation and splendid service record."

Coming from one of the nation's foremost producers of appliances, such statement offers a significant suggestion for you: If your manufacturing sources are not already using Nichrome in the appliances you handle, profit by asking them to do so—for Nichrome means top-level performance and trouble-free operation...the very factors that build consumer acceptance, customer satisfaction, prestige and profit.



THE NEW
UNIVERSAL COFFEEMATIC

Completely automatic. Exclusive Flavor Selector assures coffee just the way it is wanted—mild, medium or strong. Patented "Cold Water Pump" starts the brewing quickly, and completes the coffee without boiling. Redi-Lite signals immediately the coffee is ready to pour. Heat "Sentinel" takes over as soon as brewing stops—reduces the current, and keeps coffee at the right serving temperature for hours. No need to watch—no timing. Just set, and forget!



Nichrome is manufactured only by

Driver-Harris Company
HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco
Manufactured and sold in Canada by
The S. GREENING WIRE COMPANY, LTD., Hamilton, Ontario, Canada



U.S. Pat. 2,155,000

NEWS BRIEFS

CONTINUED FROM PAGE 116

Fresh'nd-Aire Allocation. The Fresh'nd-Aire heaterette combination fan and heater has been placed on allocation. Fall and winter production has been divided among the firm's sales representatives.

Plant Addition. A new addition to the Bersted Mfg. Co. plant in Fostoria, Ohio, will add about 75,000 square feet of manufacturing space and provide enlarged office quarters. The new plant will more than double the company's floor space.

G-E Expansion. The Illinois Cabinet Co., Rockford, Ill., manufacturer of radio and television cabinets, has been purchased by the General Electric Co. G-E has been a partial owner of the company since 1947. G-E has also announced a three million dollar expansion program for two receiving tube plants.

Demand Large Tubes. Large TV tubes (14 inches and over) now constitute more than 89 percent of cathode ray tube sales to TV receiver manufacturers, the Radio-Television Mfrs. Assn. announced recently. At the end of last year sales in this category amounted to only 15 percent.

New Meck Building. A new building providing 20,000 square feet of additional production space has been placed in operation at the Plymouth (Ind.) factory of John Meck Industries, Inc.

Coffee Grinder. Cory Corp. has resumed production of its electric coffee grinder, discontinued a few months ago to make mechanical improvements. Production for the remainder of the year has been allocated to territory managers.

Reduce Prices. Prices on two coin meters manufactured by the International Register Co. have been reduced. A unit formerly retailing for \$6.95 now costs \$6.45; the previous \$7.95 meter is now \$7.45. Lower prices prevail on quantity orders.

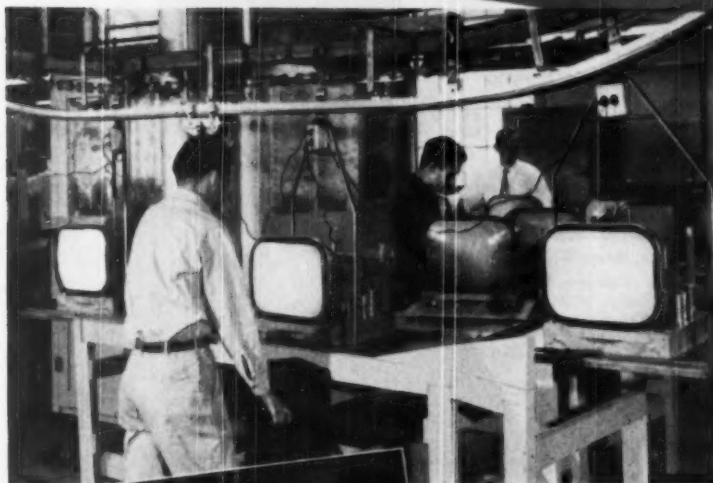
Copper Stand. W. G. Peirce, Jr., president of the Nat'l. Assn. of Electrical Distributors, has issued a statement on the industry's concern "with the serious situation in the supply of copper caused by the import tax of 2 cents a pound imposed on July 1." Mr. Peirce said that the duty on copper "is creating a 10 percent increase in costs and is bringing price rises all along the line."

Bonus Records. RCA-Victor's "bonus" of six 45-rpm records has been extended to the purchase of any of the company's console radio or television sets containing a 45-rpm turntable. The six record bonus, offered on a one-a-month basis for six months, originally applied only to Model 45-J.

because your
customers want
uninterrupted
TV enjoyment . . .

and because your
reputation demands
trouble-free operation . . .

Motorola TV is "PERFORMANCE TESTED"




• **"Shake Table" Test.** This electric "shake" table makes certain that connections are permanent . . . able to withstand all jars, all weather conditions. **BEST BY TEST** is a scientific fact with Motorola TV!

Every Motorola set you sell is "performance tested" by experienced engineers who take *nothing* for granted. Take the "LIVE POWER" TEST . . . for example. Each TV chassis is subjected to repeated power surges of 130 volts (on for ten minutes, off for two—on for ten, off for two, again and again) — this voltage is over 10% more than the maximum required for home operation. In this way, short-life parts are immediately exposed and replaced. Other rigid tests insure top quality and peak performance — one more reason why Motorola TV is sure to be the **BIG PROFIT LEADER** of the year!

Check this performance at Your Motorola Distributor's **TODAY!**

Motorola Inc.

4545 Augusta Blvd.
Chicago, 51, Illinois

To *Magic Chef*  dealers
and all appliance dealers:
— follow this woman

If you would like copies of *Woman's Day*
and display cards with mounted advertisements of Magic Chef,
Bendix, General Electric, Tappan, Caloric, and Speed
Queen to put in your window—name them. We'll gladly
send them along . . . free, of course.



\$1000 for IN PRIZES

Note: If you missed it last month, here's the story again!

Who is she? She's a reader of Woman's Day magazine. You've seen her often in your store. She shops in the A & P market near you (the A & P is the ONLY place she can get Woman's Day) and does much of her household buying in and about your store community. She can help you win \$500 first prize, or one of a number of other fat cash prizes, in this Woman's Day contest. Here's the idea:

1. You write us a brief factual letter relating a specific sales experience you have had with a Woman's Day reader-customer.
2. Your letter should then explain the reasons why you think Woman's Day readers are excellent prospects for your appliance sales. Never mind the literary style: it's **FACTS** we want. For example, your letter might start off:
 "Women who shop in the A & P nearby, pass my store daily on their way to and from marketing . . . and they're my best customers. Often they come into my store with Woman's Day under their arms. For example, just yesterday there was Mrs. Smith. . . ."
3. Letters should be not less than 50 words nor more than 300.
4. Include a signed statement saying "I authorize Woman's Day to publish my letter in ads and booklets." If you have photographs of yourself and store, send them along. They're not required, but we welcome them.
5. Get your entry in the mail and postmarked not later than **MIDNIGHT, December 31, 1950**. Send it to: Appliance Editor, Woman's Day, 19 W. 44th St., New York 18, N. Y. Naturally your entry becomes the property of Woman's Day, and no entries will be returned. Then. . . .
6. Sit back and wait until January 30, when the winners will be announced. The prizes: for the letter which in the opinion of the judges tells the most vivid story about *the sales possibilities among Woman's Day readers*; \$500 first prize. Second, \$200. Third, \$100 and ten \$20 prizes. Judges' decisions are final. In case of ties, duplicate prizes will be awarded.

these facts may help you win:

- Every month, 3¾ million housewives buy WOMAN'S DAY at the A & P market. They read it, like it, and buy from it. They give WOMAN'S DAY the sixth-largest audited circulation in America.
 - Magic Chef advertising and that of many other appliance manufacturers, is appearing currently in WOMAN'S DAY . . . showcasing their products to those 3¾ million housewives . . . 3¾ MILLION PROSPECTIVE APPLIANCE CUSTOMERS!
 - Because WOMAN'S DAY is sold only in A & P stores, it's bought only by A & P customers; the women who shop your area almost daily! Many of them are probably your customers . . . and we want to hear about them!
- So why not get to work now on that letter. It might win you up to \$500 . . . not to mention lots of valuable publicity for you and your appliance store.

Woman's Day

Sold by A & P stores in big cities and small.
 The National Magazine...with the **NEIGHBORHOOD** impact.



CHRISTMAS RUSH AHEAD!
GET SET...STOCK SILEX NOW!



THESE 3 GREAT SALESMEN
TELL 101,000,000 AMERICANS
"MAKE THIS A SILEXMAS"



Any day now they'll be heading your way—gift shoppers sold on Silex by Silex timely advertising in three of America's most responsive selling mediums, Life, The Saturday Evening Post and Good Housekeeping.

Through October, November and December a hundred million Americans will be reminded that this year they can solve their gift problems with Silex Coffeemakers, Silex Coffeewarmers and Silex Steam Irons.

You'll want your share of that profitable Silexmas buying ahead. Make sure you get it by ordering your Silex Christmas stock today!

The SILEX Company

HARTFORD 2, CONNECTICUT

Celebrating with Predictions



BUFFALO TV TUBE QUEEN Jackie Coleman listens to Dr. W. R. G. Baker, General Electric vice-president, predict that one of every 17 persons in the country will own a TV set by the end of the year. Occasion for the prediction was production of the millionth tube in G-E's Buffalo tube works.

WE BELIEVE in the "many in one" campaign idea.....

This year, Community Chests are uniting more than 15,000 health and welfare agencies in one big effort to raise approximately \$190,000,000. This is to help finance such typical Red Feather services as Boy Scouts and Girl Scouts, Maternity Homes, and Visiting Nurses, Family Service, Travelers Aid, Neighborhood Houses and Legal Aid. Included too are Boys' Clubs and Camp Fire Girls, Urban League, Children's Aid, Hospitals and Clinics, and Services for the Aged. The Salvation Army, Y. M. C. A., Y. W. C. A., Summer Camps, Clubs for Girls, Aid to the Handicapped and Social Hygiene services are also members of the Red Feather family.

Being businessmen we see the advantage of uniting these many campaigns under one efficient, fund-raising organization. Industry knows that production costs drop as volume increases. Over 30 years' Chest experience proves that coordinated campaigns cost less, save time and energy and raise more money to provide more and better services. Big or small, federated campaigns guarantee effective use of the funds subscribed. They substitute order for the chaos that comes with many separate fund-raising efforts.

Proof that the "many in one campaign" is effective lies in the fact that appeals are being federated in more and more local communities. Leaders of both management and labor, in civic clubs and governmental departments, from professional circles and educational groups are giving increasing endorsement to the idea of joint campaigning and budgeting.

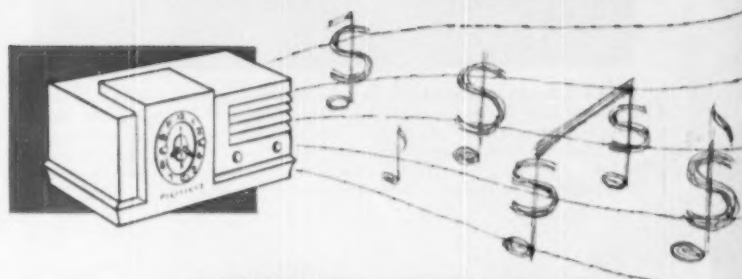
The number of communities organizing Chests has steadily increased. In 1940 there were 561 reported Chests. By 1948 the number had grown to 1060. At the present time definite information is available about Chests in more than 1250 cities. Federated drives raise more money for the participating agencies than they raise separately. No city has ever reported that it raised less money for its needed services in a federated campaign than the agencies secured independently in separate appeals. On the contrary, seven cities holding their first Community Chest campaigns last year, actually raised an average of 87.3 percent more than the health and welfare agencies had raised in previous years by individual efforts. This successful 1949 experience with first Community Chest campaigns has been duplicated in hundreds of communities over the 37-year history of Community Chests.

United campaigns are wisely planned, cooperative undertakings. We believe they make sense and should be supported generously by all thoughtful businessmen.

CHARLES E. WILSON, National Campaign Chairman
 Community Chests of America
 (President, General Electric Company)

CHARLES E. WILSON, Vice-Chairman
 Community Chests of America
 (President, General Motors Corporation)

Wake Up Your Radio Sales



With This Timely Music

Telechron Timers Make These Radios Timely

Today . . . the radio industry is wide awake to the rich potential in clock radios. The eye-opener was a major radio manufacturer's recent announcement that their clock-radio sales had passed the million mark. Now . . . practically all of the big names in radio have added clock radios as a permanent item in their lines.

How About You?

If you are not stocking or pushing clock radios, consider what you may be missing.

Every room in nearly every home can use a clock radio. *In the bedroom*, a clock radio can lull folks to sleep with beautiful music . . . then, take the curse out of the "get-up" call with music, news or a pleasant alarm. *In the bedroom, too*, a clock radio can turn heating pads and electric blankets on and off at pre-set times . . . even brew coffee while the sleeper dreams.* *In the kitchen*, a clock radio can turn appliances on at the right time* . . . and lift the housewife out of her hum-drum routine by making sure she doesn't miss her favorite "soap opera". *In the living*

room, a clock radio can interrupt a card game or gab fest with news, baseball scores or hit programs.

Stock and Push Clock Radios

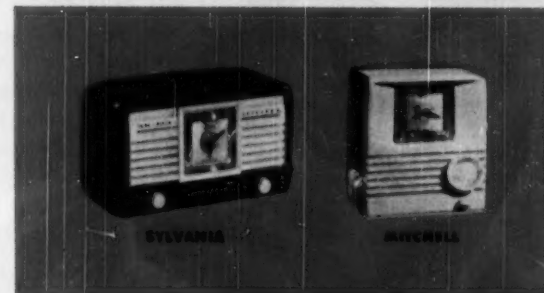
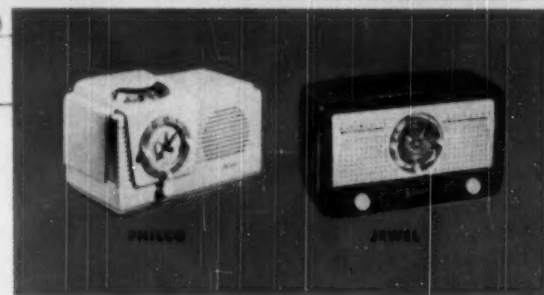
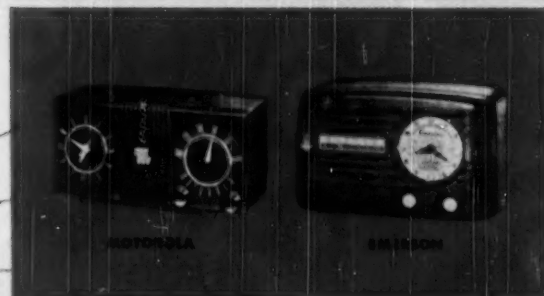
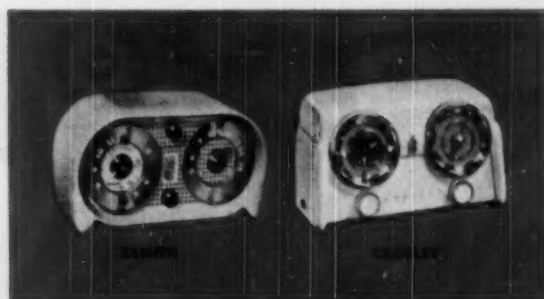
When prospects learn how clock radios can enrich their lives, the sky's the limit to your sales.

Now, with your best radio sales season approaching, is the time to give your sales curve an *extra* boost by stocking and pushing clock radios.

. . . and Remember!

You can depend on these clock radios to keep your customers happy. They're timed by Telechron timers . . . *the low-cost plus that clinches the sale*. They won't let you or your customers down. Order now from the radio manufacturer of your choice . . . *and wake up radio sales with the timely music of clock radios*. Telechron Inc., 220 Union Street, Ashland, Massachusetts. A General Electric Affiliate.

* Many of the clock radios shown have appliance outlets



*And others
not shown here*



Too Hot Not To Handle!

THE NEW SWING-A-WAY GIFT PACK ARRAY!

Gift Pack
No. 1 Includes
Ice Crusher Model
1109W And Cab-
inet Can Opener
Model 1209W



Gift Pack No. 2 In-
cludes Can Opener
609 And Knife
Sharpener 809
In White, Red
or Yellow



THE NEW SWING-A-WAY PLUS IN PACKAGING
IS TOO HOT FOR YOU TO MISS HANDLING!

THE PLUS FOR YOU:

- * LARGER UNIT SALES!
- * POINT-OF-SALE ATTENTION!
- * MEDALLIONS FOR CURRENT GIFT DAY!

THE PLUS FOR CONSUMERS:

- * NO ADDED COST FOR PACKAGE!
- * PACKAGE HAS MANY HOME USES!
- * PLASTIC TOP GIVES CLEAR VIEW OF PRODUCTS!



14100 BECK AVENUE • ST. LOUIS 16, MO.
CANADIAN REPRESENTATIVE: FOX AGENCIES, LTD. PORT CREDIT, ONT.

American Central Goes on Tour



GENERAL SALES MANAGER F. F. Duggan finds three of his distributors anxious over the value of the American Kitchens gold pieces used during the sales meetings. From left to right are S. J. Levy (Bergman Norge, Buffalo), Duggan, C. T. Leimbach, Jr. (Lincoln Sales, Baltimore) and Clifford Curtis (Bergman Norge). Setting is New York's Hotel Biltmore, second step for American Central executives during September regional conferences.



FIELD SALES MANAGER G. F. Keeton "stops" a price leader sink cabinet which has been rolled onto the stage during the Chicago meeting. Other conferences were held in New Orleans and San Francisco. (Story on page 130).



DIRECTOR OF SALES TRAINING Kenneth Cook shows a Plan-A-Kit to Morris Schwab and Max Henry during the New York meeting. Schwab is with D & H Distributing, Harrisburg; Henry is with Broome Distributing, Binghamton.



● No matter how good looking a washing machine is or what price you pay for it . . . it is only as good as its transmission. Blackstone puts the best of materials and workmanship into its gear case because it values the reputation for quality which its wringer washers have won over 75 years. It desires above everything else to stay on top. Check these points of Blackstone gear case superiority:

1. Every part subjected to maximum wear is made of case-hardened steel . . . eccentric pins, pinion gear, agitator drive gear, connecting rod pins, and drive gear shaft. This means long-life and dependability—greater customer satisfaction.

2. Drive gears are helical cut thus insuring permanent contact of teeth and smooth, silent operation.

3. The main casting is close-grained grey iron and all bearing surfaces are in the top, providing easy access to all parts.

4. The main casting is surface-ground at point of contact with oil pan thus eliminating possibility of oil leaks.

5. The connecting rod between the main and segment gears is drop-forged for added strength.

BLACKSTONE CORPORATION, JAMESTOWN, N. Y.



Model 330—"tops" in the Blackstone Wringer line.

no matter what happens in '51

whether there are lots of products—
just a few—or none at all

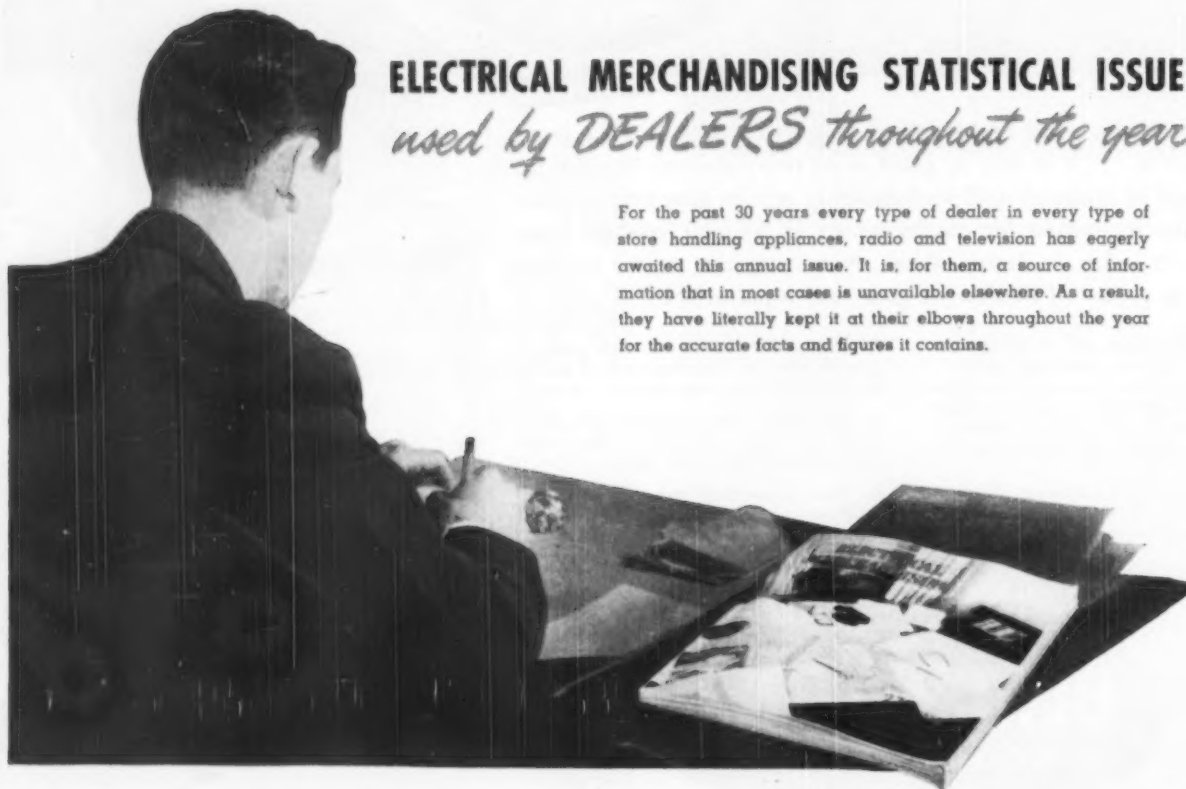
You, as a manufacturer, have a large stake in this multi-billion dollar industry and it's not the brick, mortar and machinery in your factory—it's more important than that—it's your dealer organization—and keeping it alive, alert and functioning.

Whether production is booming ahead—slowing down to a walk or stopped completely, it has always been important for manufacturers to maintain dealer relationships and to be sure that product and brand name recognition continues. Right now there are still lots of products to sell and there should be for months to come, but, no matter which way production goes, there is a big job ahead for manufacturers—they must keep their dealer setups intact and fully aware of every aid they can give them.

Yes, the year 1951 will have its problems. Production may be in full swing or completely at a standstill, but the fact remains that manufacturers must keep dealer interest in products and brand names alive. There's no more effective or economical way to accomplish this than through the pages of **ELECTRICAL MERCHANDISING'S** January Statistical and Marketing Issue. That's the particular issue that dealers and distributors read and keep for reference the year round. Now, more than ever, they need the essential data it contains to keep abreast of trends in the field, market potentials and problems of replacement. Such other vitally important features as regional and national statistics, individual product reviews and a report on the expanding farm market, assure continuous readership of your advertisements throughout the year.

ELECTRICAL MERCHANDISING STATISTICAL ISSUE *used by DEALERS throughout the year*

For the past 30 years every type of dealer in every type of store handling appliances, radio and television has eagerly awaited this annual issue. It is, for them, a source of information that in most cases is unavailable elsewhere. As a result, they have literally kept it at their elbows throughout the year for the accurate facts and figures it contains.



Within this cover will be the most complete annual report ever presented by the editorial staff of this publication. The statistics it will contain, broken down regionally, will enable readers to clearly analyze product sales potentials. The marketing section will contain the latest summary of the ever-expanding farm market—there will be an important feature story on the problems of the replacement market which will prove extremely valuable in these days of material shortages and allocations. An analysis of a full line study made among 5000 dealers will appear. As in the past two years, individual product reports on the past, present and future of the following products will be given.

HOME LAUNDRY
EQUIPMENT
REFRIGERATORS
CLEANERS
RANGES
FREEZERS
WATER HEATERS
KITCHEN SINKS
DISHWASHERS

DISPOSERS
RADIOS
TELEVISION SETS
ROOM AIR
CONDITIONERS
HEATING EQUIPMENT
ELECTRIC HOUSEWARES
KITCHEN CABINETS
LIGHTING

Because of the high value placed on this editorial material and the fact that it will be kept for a full year as reference, it stands to reason that this issue is a perfect tie-up between manufacturers, distributors and dealers. Your advertising message carried in this issue is the most effective and economical method to reach everyone concerned with selling his product.

ELECTRICAL MERCHANDISING

Annual **STATISTICAL AND MARKETING ISSUE**

January 1951

Make your space reservation NOW

FOR THE JANUARY STATISTICAL ISSUE

CLOSING DATES

Copy to set Dec. 1st • Complete Plates Dec. 5th



ELECTRICAL MERCHANDISING



330 W. 42nd STREET • A MCGRAW-HILL PUBLICATION • NEW YORK 18, N. Y.

The publication that reaches Your Dealers

APPLIANCE, RADIO AND TELEVISION STORES • DEPARTMENT STORES • FURNITURE STORES • HARDWARE STORES • UTILITY MERCHANTISERS

ELECTRICAL MERCHANDISING—OCTOBER, 1950

PAGE 129

GOOD SELLING MAKES GOOD CUSTOMERS



"One good sale PRESERVES another"

Help the lady buy the refrigerator that best suits her family's needs . . . and you have the inside track on profitable future business. Her day-to-day satisfaction with that refrigerator is the best "customer preservative" you could ask for. Even in a seller's market, there's competition for Mrs. Consumer's dollar. A well-made sale today will keep her *your customer*—for anything from another appliance to a complete kitchen or laundry. Owens-Corning Fiberglas Corp., Dept. 104J, Toledo 1, Ohio.



OWENS-CORNING
FIBERGLAS
APPLIANCE INSULATION



*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for products made of or with glass fibers.

FIBERGLAS IS IN YOUR LIFE...FOR GOOD!

Duggan Urges Dealers To Continue Selling

Appliance dealers and manufacturers who stop their selling and promotion programs during the present crisis are committing commercial suicide, F. F. Duggan, general sales manager of American Central division, Avco Mfg. Corp., said last month.

Duggan's assertion came as he addressed his firm's eastern distributors at a fall regional conference in New York. His contention was supported by Charles A. Reinbolt Jr., advertising and sales promotion manager for American Central, who told the distributors that American Kitchens is now prepared to launch the "most intensified national advertising campaign" in the firm's history.

"We fully realize the seriousness of the international situation today," Reinbolt continued, "but to stop our advertising would be unthinkable."

The New York meeting was one of four regional conferences staged by American Central last month. At the opening meeting in Chicago Duggan pointed out that the firm did not anticipate price increases on cabinets and said there would be no change of models.

Additional conferences were held in New Orleans and San Francisco. The traveling show required a permanent cast of 13 technicians including stage, sound and lighting experts. A series of skits employing professional actors and actresses was used to put the firm's story over.

Utility items which permit dealers to make callbacks on customers already owning kitchens were emphasized during the regional meetings. Distributors were shown a revolving corner storage cabinet, a re-designed version of the "Serv-Card" and a competitively priced 42-inch sink.

Distributors were told that an expected 100,000 increase in replies for a 25 cent booklet would provide dealers with an ample supply of good prospects.

Other speakers at the meetings included Carlyle Emery, vice-president of Ruthrauff and Ryan advertising agency; G. L. Keeton, manager of field sales; S. E. Smalling, builder sales manager; W. C. Grumbins, manager of product service; Howard Jones, manager of special products, and Kenneth Cook, director of sales training.

West Virginia, Florida Stores Win Prizes in Hotpoint Contest

Frankel's Appliances, Huntington, W. Va., and Floridian Appliance Co., Tampa, Fla., have been named first and second place winners in a national display and advertising contest sponsored by Hotpoint, Inc. First prize was an all-electric kitchen or \$1500 worth of merchandise prizes; second prize was an all-electric laundry or \$800 worth of prizes.

Winners were chosen on the basis of promotional activities in connection with an "all-star festival." Frankel's was honored for a television show staged in connection with the promotion. The show drew 2500 persons and an additional 28,000 saw it on television.

*A
Tremendous
Powerful
Concentrated*

KNAPP **KM** MONARCH

NATIONAL
ADVERTISING PROGRAM ...

Selling these two profit leaders
plus the complete KM line of
the appliances!

25,000,000 persons will see
this ad. in November and
December in these popular mag-
azines... at the time of year
when buying traffic is highest.



The KNAPP **KM** MONARCH **CORN POPPER**

Only corn popper with "recessed reservoir"—secret of bigger, lighter, fluffier popcorn.

Extra-heavy, heatproof glass top.

Completely insulated base for extra safety.

Corn pops automatically—no stirring or shaking needed.

ONLY \$9.95
RETAIL!



The KNAPP **KM** MONARCH **LIQUIDIZER**

The original Liquidizer, still "most wanted" in its field! Only Liquidizer with all these features:

Hexagon-shaped bowl for "whirlpool" mixing action.

3-speed, superpower motor—blades rotate 14,000 times per minute.

Swedish steel blades—sharpest, strongest available.

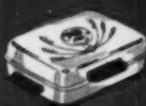
Double cap prevents splashing.

ONLY \$34.95
RETAIL!

BETTER PRODUCTS FOR BETTER LIVING



It pays to feature **KM** — ALWAYS THE FIRST WITH THE FINEST...



KM

KNAPP **KM** MONARCH

ST. LOUIS, MO.

KNAPP MONARCH CO. ST. LOUIS, MO.
KNAPP MONARCH CO. ST. LOUIS, MO.
KNAPP MONARCH CO. ST. LOUIS, MO.
KNAPP MONARCH CO. ST. LOUIS, MO.

No trick to it

*You can get to the top
with these two lines!*

1. THE WASHLINE IS YOUR MARKET..50,000,000 WOMEN STRONG..(or rather, weak).

You'll be at the top with your future secure
if you just remember this:

Any woman who has ever had the back-
breaking job of hanging up a wash will
be *really* interested when you remind her
of the drudgery a clothes line can be.

That's the time to use your "sales line"
about the Lovell drying unit—"Amer-
ica's newest household blessing".

The dryer market is waiting to be sold.
Now is your opportunity to make the most
of it. More than ten years ago Lovell in-
troduced its drying unit. Now Lovell makes
drying units for such famous names as
APEX, BARTON, CONLON, DEXTER,
HAAG, HORTON, THOR, and others.

Get set for a great future now. Lovell's
sales line will turn the trick for you!

2. THE LOVELL SALES LINE FOR THE LOVELL DRYING UNIT IS YOUR KEY TO THE MARKET.

- ENDS THE MOST BACKBREAKING WASHDAY JOB!
- GIVES SWEETER, FLUFFIER, MORE SANITARY WASH
THAN SUN DRYING! (Tests prove it).
- ONLY THE LOVELL DRYING UNIT GIVES YOU
ALL THIS:

Fully automatic... no time clock necessary.
Automatic temperature shut-off... cuts
heat waste.

Vacuum system of air flow. Minimizes lint
accumulation within unit.

Preheating of air. Speeds drying, reduces
operating cost.

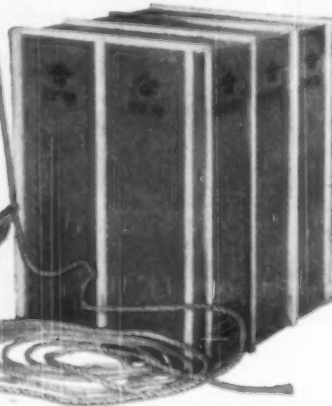
Air-cooled cabinet.

Parts are accessible for simple maintenance.

Lint trap with safety by-pass. Prevents
clogging if user fails to empty lint trap.

No condensation inside dryer. No trickling
water to rust parts.

America's Newest Household Blessing



DRYING UNIT

Lovell Mfg. Co., Erie, Pa.

Manufacturers of famous Lovell
Pressure Cleansing Wringers



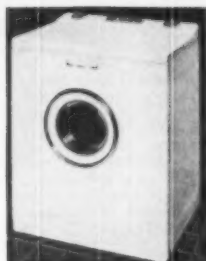
ELECTRICAL APPLIANCE NEWS

ANNA A. MOORE

Star Products Editor

New Products

NOTE: Prices given are those prevailing at close of issue. Not responsible for price changes that occur between closing date and date of issue.



BENDIX Washers

Bendix Home Appliances, Inc.,
South Bend 24, Ind.

Models: 2 improved Tumble Action and 2 Agitator type automatic washers.
Selling Features: All models have porcelain tops; Tumble Action Gyramatic G-312 and DeLuxe B-212 have porcelain cylinder; Water Rationer and Water Warden with reversible doors; new cabinet styling and new hardware.

Agitator Economat models feature Rins-Saver which permits operator to decide the number of rinses she wants to give clothes—with a normal wash and a single rinse the Economat automatically washes, rinses and damp dries a load in 19 min. and saves 14 gal. water; no bolting required.

Agitator Dialomatic model N, features counter balanced lid, new cabinet styling; automatically washes, drains and extracts; no bolting, no plumbing, no installation.

Prices: G-312, \$269.95; B-212, \$219.95; Economat, \$199.95; and Dialomatic, \$169.95.

Electrical Merchandising, Oct. 1950



G-E Vacuum Cleaner

General Electric Co., Bridgeport 2, Conn.

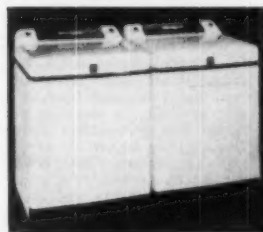
Model: No. AVF-087 deluxe upright vacuum cleaner.

Selling Features: Features a new nozzle adjustment called the "Napulator" which automatically adjusts to the right height for rug nap and locks in place; all-metal, polished aluminum construction; modernistic square handle; new 1-piece saffron bag suspended

by self-adjusting coil spring keeps it taut at all times; motor housing only 6½ in. high, streamlined and surrounded by plastic bumper to protect furniture; other features include rotary-brush with 5-step adjustment to compensate for wear; dual-speed operation for light and heavy duty cleaning; head-light and tilt lock.

Price: \$94.95

Electrical Merchandising, Oct. 1950



WHIRLPOOL Washer-Dryer Companions

Whirlpool Corp., St. Joseph, Mich.

Device: Whirlpool 1951 automatic washer and dryer companion pieces

Selling Features: New exterior styling on both machines includes instrument panels at top rear of machines where dials are out of children's reach, but handy to user; control centers are white plastic with anodized aluminum trim; lucite door knobs glow when machines are operating; both machines are same size: 36 in. high, 29½ in. wide, 25½ in. deep; front loading dryers and top loading washer.

Washer has redesigned agitator, chemically treated, will not blacken from oxidation, has agiflow action; timer-control may be stopped, changed or reset at any time; "cycle-tone" informs when load is finished; washer automatically shuts off when cycle is completed; 9 lb. capacity, but can also be controlled to handle lighter loads and shorter washing periods; ¼ h.p. motor; "Suds-Miser" available at \$20. additional.

Electric and gas dryers have circulo-flo circulation which keeps cabinet cool; speeds drying and saves fuel by preheating air; both machines have ultra-violet lamp, instant-clean lint trap mounted at rear in upper-right corner, easily removable for cleaning; "Flikit" automatic ignition and safety door on gas dryer; built-in safety is a feature of electric dryer—clothes are protected by tempered, convected currents of warm air; safety switch prevents temperature rise beyond a prescribed point; safety door stops tumbler action and shuts off element when opened.

Prices: Washer, \$279.95; electric dryer, \$199.95; gas dryer, \$249.95 zone 1.
Electrical Merchandising, Oct. 1950



DORMEYER Toaster

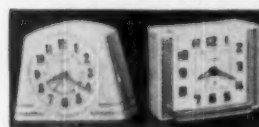
Dormeyer Corp., 4300 N. Kilpatrick Ave.,
Chicago, 41, Ill.

Device: Dormeyer "Toastmaker."

Selling Features: Toasts all breads, rolls, buns, the shade you want; "Check-it Lever" permits inspection during toasting process without interfering with toasting cycle; timer dial makes it possible to get light, golden brown or dark toast; toast automatically "pops up" when ready; compensating thermostat assures uniform color; automatic rewarming device keeps slices hot; cool plastic handle.

Price: \$19.95.

Electrical Merchandising, Oct. 1950



TELECHRON Clocks

Telechron Inc., Ashland, Mass.

Models: 7 new alarm clocks—Everset, Tel-A-Glow, Menton, Suave, Somerset, Yachtman and Tribute.

Selling Features: Everset, leading model in line, a "set-and-forget" alarm that operates automatically on a 24-hr. cycle, relieving the need to re-set alarm every night; ivory case; wide-angle crystal; easy-to-read dial; 3½ in. high, 4¼ in. wide.

Tel-A-Glow, case and dial glow blue at night with green-glowing luminous hour dots and hands; ivory case; 4-in. high, 5½ in. wide.



Menton, dial is framed in polished brass and backed with a plastic case; numerals pierced on gold-color bezel; 5¼ in. wide, 2½ in. deep.

Suave, encased in bubble of crystal clear glass, lined with polished metal in gold color; white-cowled bezel has gold numerals and hands; 5½ in. high and wide, 4 in. deep.

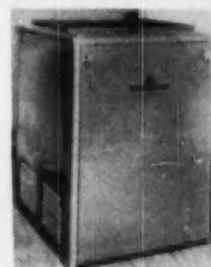
Somerset, Colonial design, mahogany case with decorated glass panel; 10½ in. high 7½ in. wide, 3½ in. deep.

Yachtman, nautical design, instrument-like dial, polished brass bezel, rim and spokes.

Tribute, modern design, features diamond-cut sun tint dial, wide-angle vision and bell alarm; cylindrical base and case of buffed brass; 5¼ in. high, 6 in. wide.

Prices: Everset, Menton, \$8.95; Tel-A-Glow, \$6.95; Suave, \$19.95; Somerset, \$22.50; Yachtman, \$7.95; Tribute, \$9.95.

Electrical Merchandising, Oct. 1950



YORK Air Conditioners

York Corp., York, Penna.

Models: New line of 6 Yorkaire conditioners available for any size dwelling include models RC-552; RC-150 and 200; RC-352; HC-7 and 10; and HAC-200.

Selling Features: All models are sealed circuit conditioners for use with forced warm air heating or air distribution systems; features include easy, economical installation; V-coil for greater cooling; Atmosat humidity control; large 12-ply disposable type filters; Freon-12 refrigerant and Step-Matic controls on twin refrigerating circuit models.

RC-552 has 6-cylinder compressor, 5 h.p. motor; RC-150 and RC-200 have twin refrigerating circuits, and have 2 and 3 cylinder compressors respectively; RC-150 has two 1 h.p. motors; and RC-200 has two 1 h.p. motors; RC-352 has a 4-cylinder compressor and a 3 h.p. motor; HC-7 and HC-10, designed for air cooling and air drying have complete refrigerating plant in compact unit with 2 and 3 cylinder compressors respectively; motor capacities are ½ h.p. and 1 h.p. respectively; HAC-200, equipped with twin refrigerating circuits has 3-cylinder compressors and two 1 h.p. motors.
Electrical Merchandising, Oct. 1950



PHILCO Refrigerators

Philco Corp., Philadelphia, Pa.

Models: Nos. 905 and 1102.

Selling Features: No. 905, a 9 cu. ft. model with full-width built-in freezer holds 45 lbs. frozen food plus separate fast-freezing shelf for 4 Easy-Out trays; "Advanced" design quick chiller keeps meats, desserts and salads; adjustable shelves; full-width crisper with glass shelf cover.

No. 1102, full length 11 cu. ft. model has Zero Zone freezer locker which holds 38 lbs. frozen foods; Quick Chiller; deep glass-covered freshener drawer; provides refrigeration from top to bottom.

Prices: No. 905, \$274.95; No. 1102, \$299.95.

Electrical Merchandising, Oct. 1950



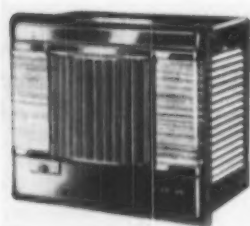
BENDIX Dryers

Bendix Home Appliances, Inc.,
South Bend 24, Ind.

Models: Two dryers—an electric and a gas model.

Selling Features: Both models are identical in appearance and are designed to match the new Bendix Tumble Action washers; features include simple single dial control; a Pow-R-Vent which permits exhaust of warm air and moisture from any place in home; and new cabinet styling with chrome ring surrounding porthole.

Prices: Electric, \$199.95; gas, \$229.95.
Electrical Merchandising, Oct. 1950



ESSICK Room Coolers

Essick Mfg. Co., 1950 Santa Fe Ave.,
Los Angeles 21, Calif.

Device: 3 self-contained, window type evaporative room coolers—fan model 20EDP, blower models B2OP and B25P.

Selling Features: Equipped with built-in water recirculating system and easy-fill "pour-in" drawer water reservoir and recirculating pump; easy to install; plugs into any outlet;

ELECTRICAL APPLIANCE NEWS

New Products

can also be used as ventilators by turning off water recirculating switch; "Sta-Fresh" filters; no-clog filter screens; window sealers; grille optional; 20EDP, 1/15 h.p. motor, 2000 cfm; B2OP, 1/4 h.p. motor, 2000 cfm; B25P, 1/4 h.p. motor, 2500 cfm.
Electrical Merchandising, Oct. 1950



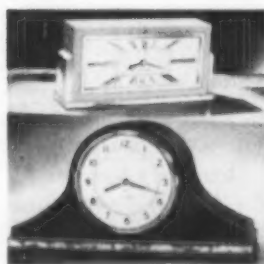
LAUNDER-KING Washer

Lauder-King Inc., 8275 East 8 Mile Rd.,
Bose Line, Detroit, Mich.

Device: Lauder-King wringer-washer.

Selling Features: Measures 18 in. wide and deep and 28 in. high, and does a full 5-lb. wash; aluminum agitator; flexible drain hose with automatic power-driven pump; rinsing is done in machine without removing wash; power-driven wringer has automatic safety release; balloon type rolls; adjustable pressure controls; 1 h.p. motor requires no lubrication; entire unit weighs approximately 100 lbs.

Price: \$69.96.
Electrical Merchandising, Oct. 1950



SETH THOMAS Clocks

Seth Thomas Clocks,
Div. General Time Corp.,
Thomaston, Conn.

Models: Pippin, Kenbury, Baxter.

Selling Features: Pippin kitchen wall clock designed in shape of apple available in red, green, yellow and ivory; 8 1/2 in. high, 7 1/4 in. wide, 2 3/8 in. deep.

Kenbury, compact tambour with full quarter-hr. Westminster chimes, designed for small homes; brown mahogany cabinet, light band of molding along base; 2-toned ivory dial, black numerals edged in gold; brass hands and sash; 8 1/2 in. high, 15 1/4 in. wide, 4 1/4 in. deep.

Baxter, modern clock for cabinet, desk, table or narrow mantel; brown or blond mahogany and red or black lacquer; 4 3/16 in. high, 8 1/2 in. wide, 2 1/4 in. deep.

Prices: Pippin, \$6.95; Kenbury, \$45; Baxter, \$19.95.

Electrical Merchandising, Oct. 1950



WHIRLPOOL Automatic Washer

Whirlpool Corp., St. Joseph, Mich.

Device: Whirlpool automatic Thrift washer.

Selling Features: Has same 9 lb. capacity as deluxe model although machine is slightly smaller; 3-temperature water selection; automatic filling at any water pressure; 7-rinses; top loading; balanced design agitator are standard on Thrift model; saves water on partial loads; extractor operates at 500 rpm; flexibility of operation permits repeating or omitting any portion of cycle; controls located on top, at rear; 1/4 h.p. motor; "Suds-Miser" available at \$20. additional.

Price: \$199.95 in Zone 1.

Electrical Merchandising, Oct. 1950



PENGUIN Refrigerated Furniture

Springer Industries Inc.,

13-15 131 St., College Point L. I., N. Y.

Device: Penguin refrigerated furniture for home, office, club or small apartment.

Selling Features: Custom-built cabinets of hardwoods and mahogany, walnut and lined oak veneers with Tecumseh 1/9 h.p. 110-volt a.c. hermetically sealed condensing units; refrigerated compartment insulated with Fiberglas; 18th Century console, has 3.5 cu. ft. capacity; 3 ice cube trays; glass defrosting tray; adjustable shelf; glass holders; mirror-baked serving section with Formica tops, built-in locks with keys. Contemporary similar to 18th Century in modern design, mahogany, walnut or lined oak. Far East model has 2.5 cu. ft. refrigerated capacity 2 trays; adjustable shelf and glass holders.

Cabinette, table top model has 1.5 cu. ft. capacity, 2 trays; walnut or mahogany cabinet. A base cabinet is also available for this model as optional equipment.

Prices: 18th Century and Contemporary, \$545; Far East, \$425; Cabinette, \$195.

Electrical Merchandising, Oct. 1950



BEN HUR Freezers

Ben-Hur Mfg. Co., Milwaukee, Wis.

Models: 4 models—8.5, 12.5, 16 and 20 cu. ft. capacities.

Selling Features: Improved design saves floor space from 10 to 33%—the 8.5 cu. ft. model holds 425 lbs. frozen foods; all models have Ben-Hur blue color trim; separate food freezing compartments; "slamless" counter-balanced fingertip lift covers, Tamper-proof cold controls; "Quik-Sight" temperature indicators; hermetically sealed Fiberglas insulation; interior lighting; wire food baskets and dividers; hermetically sealed unit.

Electrical Merchandising, Oct. 1950



STOVER Iron

Frank Meier, Inc., Box 934, Menlo Park,
Calif.

Device: Pleat-Rite Stover iron.

Selling Features: Designed for ironing ruffles, pleats, folds, shirring, gathers, laces, curtains etc.—all things difficult to iron with a flatiron; clamps on conventional ironing board; 5-way thermostatic control adjusts heat from 250 to 600 degs egg-shaped aluminum "head" does the ironing—goods moves over iron instead of iron over goods.

Price: \$19.95.

Electrical Merchandising, Oct. 1950



GENERAL Refrigerator

General Air Conditioning Corp.,
4542 E. Dunham St.,
Los Angeles 23, Calif.

Model: "General Executive" table top refrigerator in mahogany cabinet.

Selling Features: 4 cu. ft. capacity; mahogany finish designed for apartments, offices, home bars; acid resistant, beige linen, Formica top; Tecumseh compressor; Fiberglas insulation.
Electrical Merchandising, Oct. 1950



DOMINION Coffee Maker

*Dominion Electric Corp.,
248 Park Ave., W. Mansfield, O.*

Device: No. 1601 "Brew-O-Matic" coffee maker.

Selling Features: 9-cup capacity; "Flavor Selector" dial makes it possible to dial any flavor desired; indicator jewel glows when coffee is brewed and continues to glow while coffee is kept at proper drinking temperature; cold water pump; long-life enclosed steel rod type element; number of cups marked.

Electrical Merchandising, Oct. 1950



WASTE KING Garbage Disposer

*Given Mfg. Co., 3855 Santa Fe Ave.,
Los Angeles 58, Calif.*

Model: Waste King Pulverator garbage disposer with hush cushions.

Selling Features: Hush Cushion principle uses resilient material where metal was formerly used—mounting ring imbedded in resilient rubber minimizes shock and neutralizes torque; and T-shaped resilient rubber sleeve links pulverator drain outlet to waste line; a tail-piece pipe slipped over sleeve provides a sealed, leak-proof connection which will not loosen through vibration; available in 3 sizes—with a horizontal drain outlet that permits speedier, shorter and more flexible installations.

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LOOMCRAFT Sleeping Pad

*The Ettinger Mfg. Co.,
1319 S. Michigan Ave., Chicago, Ill.*

Device: Loomcraft 3-way deluxe sleeping pad.

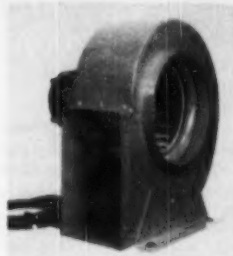
Selling Features: May be used as a foot warmer, bed warmer or back warmer—available in full and twin bed sizes; white cotton muslin cover, padded for comfort, has 1-inch zig-zag quilting stitches close together, making it rip resistant; tape binding adds further long life to pad; spreads over mattress like ordinary mattress and a turn of switch to "Foot Warmer" position produces heat in foot section; to "Back Warmer" produces heat only in center section; and the "Bed Warmer" position heats the whole bed.

ELECTRICAL APPLIANCE NEWS

New Products

Price: \$21.95.

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SCHWITZER-CUMMINS Blower

*Schwitzer-Cummins Co.,
1125 Massachusetts Ave.,
Indianapolis 7, Ind.*

Device: New Hy-Duty centrifugal blower.

Selling Features: 8½ in. Hy-Duty single inlet utility blower, direct-driven, built for smaller volume, low pressure uses; built entirely of steel, the wheel is 8½ in. diam, 3¼ in. wide; press-formed blades, double riveted into heavy end rings; ½ h.p. motor; collar around inlet opening 8 in. diam.; outlet opening, 8¼ x 5¼ in.

Electrical Merchandising, Oct. 1950



COLEMAN Oil Burner

The Coleman Co., Inc., Wichita 1, Kansas

Model: Coleman high pressure oil conversion burner.

Selling Features: Designed for use with warm air, steam, hot water or vapor heating systems; especially suited to small and medium sized furnaces; fully automatic, quiet, easily installed and serviced; functional design coordinates motor, fuel unit, ignition system and air-oil assembly in a streamlined diecast housing with Hammerloid baked enamel finish; split-phase 1725 rpm 1/12 h.p. motor has overload protection and radio interference filter; internal gear type fuel unit with built-in anti-hum device; 2-stage pump available for use where higher lift is required; constant ignition stabilizes burner flame and insures safe operation; air-oil system includes blower-wheel, a special turbulator cone designed to blanket nozzle with cool air to prevent clogging and gumming; capacity adjustable for C.S. No. 1 or No. 2 oil from 2 to 3 gal.

Electrical Merchandising, Oct. 1950



EMERSON-ELECTRIC Heater

*The Emerson Electric Mfg. Co.,
St. Louis 21, Mo.*

Model: Emerson-Electric combination radiant and fan-type heater.

Selling Features: Portable heater equipped with 2 radiant heater elements formed of nickel chrome alloy wire on ceramic rods placed in front of 167 sq. in. chrome-plated Heat-Ray reflector; radiates heat over a 7 ft. wide area at a distance of 3 ft. from heater; 4450 btu per hr. capacity; operates on 115 volts, a.c. or d.c.; available in Metatescent-bronze or ivory enamel with chrome-plated trim.

Price: \$15.95.

Electrical Merchandising, Oct. 1950



SUPERSTAR Waffle Irons

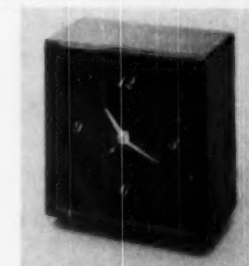
*Stern-Brown, Inc., 42-24 Orchard St.,
Long Island City, 1, N. Y.*

Models: Nos. 24 and 24A waffle irons.

Selling Features: Automatic dial permits setting for any degree of brownness desired; signal light indicates when grill is ready for batter and again when waffles are done; chrome-plated, thermostatic heat indicator accurately times preheating; cast aluminum grids 7¼ in. diam with overflow grooves; automatic expansion hinge; insulated legs; 600 watt, 115 volt Nichrome units; No. 24, a.c.-d.c.; 24-A, a.c. only.

Prices: 24A, \$10.95 east of Denver; \$11.95 west.

Electrical Merchandising, Oct. 1950



CHRONOPAK Clocks

*Howard Miller Clock Co., Zeeland, Mich.
Richards-Morgan-Thou Inc., 225 Fifth Ave., New York, national distributors.*

Models: 3 new table alarm clocks and one new wall model.

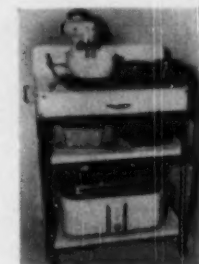
Selling Features: New table clocks feature script numerals on dial faces;



square model in walnut or birch has black face and white dials; two round models—one in brass on a curved support, the other in wood resting on two rear metal props; wall clock uses a large cork face with white dials.

Prices: From \$12.50 to \$19.50

Electrical Merchandising, Oct. 1950



DUITALL Electric Table

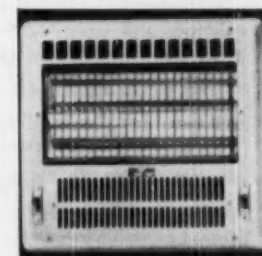
*Karryall Body, Inc., 3163 W. 33rd St.,
Cleveland 9, Ohio*

Device: Combination electric appliance table and serving and utility table.

Selling Features: Folding pack panel has double "no-shock" outlets permitting the use of two appliances at a time if desired; 9 ft. special heavy duty insulated cord built into folding back panel plugs into household outlet; back panel folds out of sight when used for serving etc.; divided utility drawer, chrome handle, 2-chrome towel racks; 4 steel caster cups; chrome legs with 2-in. ball bearing casters are other features; 27x16x46 in.; available in a choice of 5 colors.

Price: From \$17.95 to \$19.95.

Electrical Merchandising, Oct. 1950



HEETAIRE Heaters

*Markel Electric Products Inc., and
La Salle Products Inc., Buffalo, N. Y.*

Device: Two new series radiant type recessed wall Heetaires—207 and 208.

Selling Features: Have patented Neo-Glo elements with wattages of 1500 and 2000; available with 2-heating speeds or with built-in thermostat; 2 switches on manual control models permit choice of 2 heating speeds; "T" models have thermostat built-in—one dial automatically controls Heetaire so that it produces and maintains temperature from 40 to 85 degs. F., turning itself off and on as necessary; finished in polished Nichrome; baked graytone or baked ivory.

Electrical Merchandising, Oct. 1950

*You can prove
they get what they pay for!*



When you sell a KitchenAid Food Preparer, you can clearly prove to your customers that they are not buying "just a food mixer." They get a *real* food preparer . . . and they get what they pay for in greater usefulness . . . more efficient service . . . more years of satisfaction.

Demonstrate! Tell and show them how the meat chopper, colander and sieve, vegetable slicer and any of the other KitchenAid attachments are conveniently operated by the power-packed KitchenAid motor. Show them how this *plus* power is part of the initial price . . . that no extras such as "power boosters" are needed to operate attachments.

Then demonstrate Hobart Planetary Action. Show how the bowl remains stationary while the rotating beater travels around it . . . why they don't need to manually turn or retard the bowl or assist mixing with knife or spoon. Tell them how this *natural* mixing action is most effective . . . why it assures superior results *always* . . . why it permits "timed mixing."

Demonstrate KitchenAid and you're automatically proving "they get what they pay for" *and even more!*

KitchenAid

The Finest Made

KitchenAid Division • THE HOBART MFG. CO.  TROY, OHIO

World's Largest Manufacturer of Food and Kitchen Machines

ELECTRICAL APPLIANCE NEWS

New Products



COUNTRY AIRE Ventilator

Lakewood Engineering and Mfg. Co., Inc.,
1756 W. Lake St., Chicago 12, Ill.

Models: Country Aire window ventilators W-18 and W-20.

Selling Features: W-18 has 18 in. blade; 3-speeds—1550, 1150 and 850 rpm.; rubber mounted motor; precision-balanced blades deliver 2500 cfm.

W-20 has 20 in. blade and same general specifications as W-18 delivers 4500 cfm.

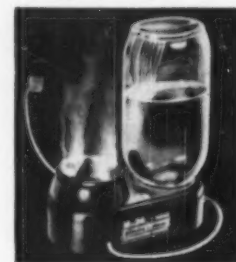
"RW" series also available offers 10 and 12 in. reversible window ventilators which change from intake to exhaust at "flick of wrist"; adjust to fit any window or transom.

Prices: W-18, \$44.50; W-20, \$49.50; RW series, \$32.50.

Electrical Merchandising, Oct. 1950

chain action and 2-sided cutting with long lasting motor; double action shears cut on both sides of 14½ in. cutter bar so that cutting can be made in either direction, increasing speed by at least 50% and enabling right or left-handed operation; polished aluminum alloy housing; plastic handle positioned for perfect balance; weighs 6 lbs.; 30,000 sharp cuts a minute; cutting action of teeth hones as it cuts—no blades to be sharpened; 115 volt motor; self-sharpening; ball bearings.

Electrical Merchandising, Oct. 1950



ELECTRESTEEN Vaporizer

Electric Steam Radiator Corp.,
Paris, Kentucky

Device: '51 model Electresteen "10 to 24 hr" vaporizer, humidifier and deodorizer.

Selling Features: "Remote water reservoir" provides safety—water in reservoir never comes in contact with element—there is never more than 11 oz. water in heating unit; automatic safety shut off cuts current when all water has evaporated; 2 models: Standard, with plastic "Insawall" base and Deluxe, with ceramic, satin-finish aluminum and plastic base.

Prices: Standard, \$5.95; Deluxe, \$6.95.

Electrical Merchandising, Oct. 1950



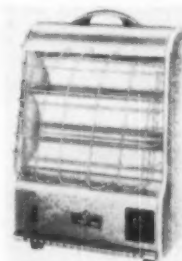
COLEMAN Oil Space Heaters

The Coleman Co., Inc., Wichita 1, Kansas

Model: New line of 13 Coleman Golden Anniversary oil space heaters.

Selling Features: New styling by Ten Eyck; choice of finish to blend with modern or traditional home furnishings; Fuel-Air control, a new device that cuts operating costs as much as 25%; available in 50,000 and 55,000 btu output sizes.

Electrical Merchandising, Oct. 1950



FAN-GLO Heataires

Markel Electric Products Inc., and
La Salle Products, Inc., 145 Seneca St.,
Buffalo, N. Y.

Models: 195T and 196T Fan-Glo Heataires with built-in thermostats.

Selling Features: Built-in thermostat automatically produces and maintains any desired temperature between 40 and 85 degs. F.; turns off automatically; Neo-Glo element bars produce heat from one end to other—no cold or hot spots—one element radiates infra-red rays, the other heats cool air drawn in by fan at base of heater, giving fan-forced and radiated heat; No. 195T 1320 watts; No. 196T, 1650 watts; both, 115 volts, a.c.

Electrical Merchandising, Oct. 1950



Improved HEDGSHEAR

The Porter-Cable Machine Co.,
Syracuse, 8, N. Y.

Device: No. 103 improved Hedshear trimmer.

Selling Features: Redesigned for easier handling, better cutting and longer service; combines vibrationless



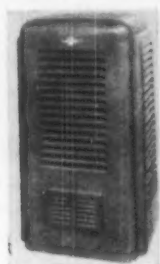
CHROMALOX Heater & Thermostat
Edwin L. Wiegand Co., 7500 Thomas B'vd.,
Pittsburgh 8, Pa.

Device: New Chromalox pin-up, plug-in thermostat and new Chromalox deluxe heater.

Selling Features: Thermostat controls heater within a range that covers high temperatures required in sickrooms, nurseries etc. to low temperatures for preventing milkhouse and pump houses freezing; prongs of heater plug into a series adaptor plug on thermostat cord, which in turn is plugged into outlet; total weight of two items, 8¼ lbs.; 150-watt deluxe heater has insulated Chromalox tubular element; radiant heat combined with circulating heated air produces high efficiency; quiet, shielded motor; rubber feet absorb vibration; switch knob for manual operation located on top; cords for both heater and thermostat are rubber-covered.

Price: Combined heater and thermostat, \$33.85.

Electrical Merchandising, Oct. 1950



PERFECTION Oil Burner

Perfection Stove Co., 7609 Platt Ave.,
Cleveland 4, Ohio

Model: No. 3150 oil burning home heater.

Selling Features: Equipped with Multi-Heat burner and Midget pilot which burns more than 40 hrs. on 1 gal. of oil; 50,000 btu capacity; 45 in. high, 24 in. wide; designed to blend with home furnishings, finished in Silverspray-brown baked enamel.

Electrical Merchandising, Oct. 1950



SAFGARD Water Heater

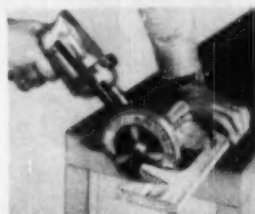
Safgard Div., Grand Sheet Metal Products
Co., 1501 S. Laflin St., Chicago, Ill.

Device: Portable water heater with "wrap around" element for dairy farm use.

Selling Features: Available in 15 and

20 gal. capacities; 750 watt element is wrapped around inner water tank and not exposed to water; cannot collect lime and other water sediment; "snap-action" thermostat set at 150 degs. May be adjusted higher or lower; heavy gauge copper inner tank; 2 faucets, one at bucket level, the other at wash tank level; can be bucket filled if running water is not available; when running water is available a float valve may be added to keep system full automatically; single or double Safgard wash tanks also available in stainless steel, large enough to accommodate a 10 gal. milk can.

Electrical Merchandising, Oct. 1950



ARCO-SAW

Arrow Metal Products Co.,
140 W. Broadway, New York 13, N. Y.

Device: Arco saw converts any ¼ or ½ in. drill into a portable saw.

Selling Features: Can be operated with one hand; has right angle gear drive and precision gear box with all gears inside, sealed and grease-packed; Safety-yolk connects drill permanently to saw unit preventing drill or saw from twisting; cuts 1½ in. or 2 x 4 by turning over; lightweight, aluminum alloy castings; self-lubricating oilite bearings make oiling unnecessary; precision-ground piston-steel shafts; Arco "Hycarbon" master-quality saw blade; 4-in. crosscut, handfiled and constructed of tempered tool steel.

Price: Complete with blade, \$9.95; replacement blades, \$1.00.

Electrical Merchandising, Oct. 1950



FRIGIDAIRE Water Heater

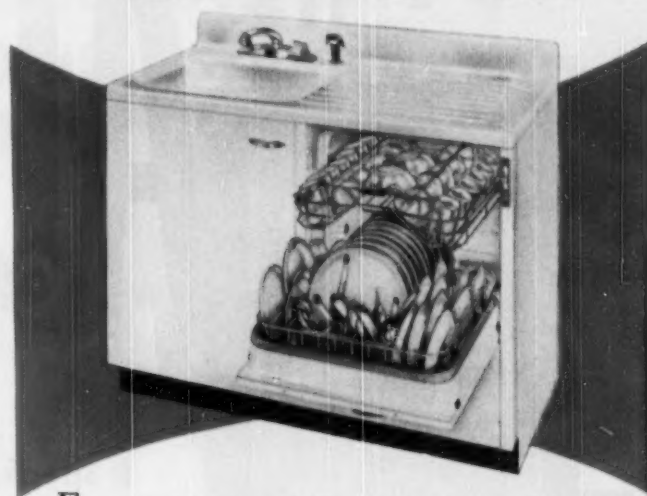
Frigidaire Div., General Motors Corp.,
Dayton 1, Ohio

Model: New line of restyled automatic water heaters.

Selling Features: Capacities range from 30 to 80 gal.; white Dulux finish; 10 models feature single and double Radiantube elements; set at factory to deliver 150 degs. F., however, controls are provided to adjust temperatures from 120 to 180 degs. F.; automatic snap-action thermostats with silver points keep water hot; heavy steel tanks; 3 in. spun-glass wool insulation; sickle design elements provide greater heating surface and longer life; an over-temperature relief valve outlet also included; optional equipment includes a magnesium rod. 30 and 40-gal table-top automatic models are also available with flat table-top and back panel to fit into modern kitchen setting in Lifetime porcelain or the new Vitalast (a molded composition bonded to steel base); all models have standard 230-240 volt units; 1500 watts or less may be supplied on special order.

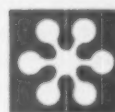
Electrical Merchandising, Oct. 1950

a Report from KitchenAid



From a careful study of field reports from KitchenAid Home Dishwasher Distributors and Dealers, we have compiled the following facts:

1. That the front opening door and two racks that slide out independently assure the easiest, most convenient loading of tableware.
2. That the Hobart revolving wash principle provides the most complete, most powerful coverage.
3. That the two power rinses effectively rinse all tableware.
4. That the uncompromised quality built into the KitchenAid Home Dishwasher is paying off in complete user satisfaction.
5. That the separately powered, circulated, electric hot air drying is the most efficient drying action . . . so thorough that no "tear drops" are left even on glassware.
6. That the KitchenAid self-cleaning, sanitary features eliminate washing or rinsing of food particles back onto tableware. Wash and rinse water is constantly strained.
7. That the KitchenAid service record has been remarkably troublefree.
8. That installation is the simplest of any home dishwasher.



However... because of this remarkable record, the demand for the KitchenAid Home Dishwasher has been so great, we are temporarily unable to keep up with the needs of our present distributors. We have been forced to revise our plans for extending our distributor coverage for the present. As soon as our expanded production permits us to catch up with demand, we will proceed with our program for increased distribution. In the meantime, we suggest that dealers write Dept. KD, Troy, Ohio, for name of nearest distributor.

KitchenAid

The Finest Made

KitchenAid Division • THE HOBART MFG. CO. TROY, OHIO

World's Largest Manufacturer of Food and Kitchen Machines

it's

ALIVE

it speaks your language...

QUICK PROFIT !!

You know where the dollars are: they're in the fast moving models! Sentinel gives you a complete line — all fast moving, all quick profit models for you — but these two beauties beat out even Sentinel's own lower priced numbers! And what they do to competition is plain m-u-r-d-e-r. Luxuriously rich Mahogany or genuine colorfast Blond Korina wood — giant 16" Eye-Resting picture tube — and all the other sales-building features that make Sentinel America's fastest growing line. 'Phone, wire or write your Sentinel distributor — or Sentinel direct — IMMEDIATELY.

Sentinel

Television

SENTINEL RADIO CORPORATION • EVANSTON, ILLINOIS



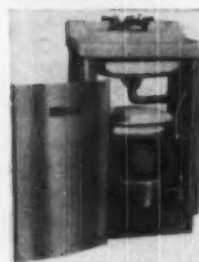
Model 423-CVM—Mahogany. Also colorfast Blond—Model 423-CVB, below

**Sentinel TV
Snubs
Service
Calls!**



ELECTRICAL APPLIANCE NEWS

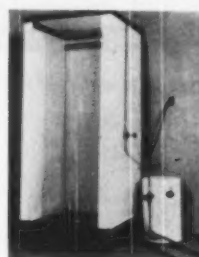
New Products



BOWEN Water Heater-Lavatory
Handling Equipment Mfg. Co.,
Wixom, Mich.

Device: Combination lavatory and hot water heater.

Selling Features: Combines a Briggs Beautyware white porcelain lavatory with an aluminum cabinet that contains an automatic Bowen electric water heater fully plumbed; 2 in. Fiberglas insulation; thermostatic control turns on current only as hot water is used.
Electrical Merchandising, Oct. 1950

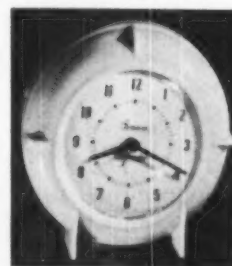


BARTON Water Heater-Shower
Barton Products Inc., Defiance, Ohio

Models: Auxiliary shower and electric water heater.

Selling Features: Automatic water heater plugs into any socket; heavy duty thermostat keeps water at 150 degs., setting made at factory can be adjusted to any temperature desired; mixing valve can be adjusted to any temperature; aerator shower head cuts down water consumption; water heater and shower head extension is also available as separate unit.
Price: Less than \$95.

Electrical Merchandising, Oct. 1950



GENEVA Defroster-Clock

The Equi-Dyne Sales Co.,
511 No. Peoria St., Chicago, 22, Ill.

Device: Combination defroster-clock.

Selling Features: Eliminates defrosting and cleaning refrigerator; keeps food fresh longer; no more food odors; automatic, no adjustment necessary, defrosts twice in 24 hours; self-starting; noiseless; comes in ivory, red, green, gray, yellow, white.

Price: \$11.95

Electrical Merchandising, Oct. 1950

AGAIN FOR 1951 Gibson GIVES YOU the FEATURES THAT SATISFY YOUR CUSTOMERS! AND NO OTHER REFRIGERATOR GIVES YOU THESE FEATURES!

Model 1151



No one else has them!

Get the facts on all the new 1951 Gibson Refrigerators

- Two 7-cu. ft. models
- One 8-cu. ft. model
- Two 9-cu. ft. models
- Three 11-cu. ft. models

A size for every family
at a price that enables
the Gibson dealer to
make a satisfactory
profit.



ONLY THE BEST
CAN BEAR THIS CREST

You don't need to be told what sells refrigerators! It takes features—different, practical, truly helpful to the housewife in her kitchen work! Most "boxes" have many quite common "features"—most of 'em pretty much alike. Only Gibson—and Gibson alone—has the features shown here, the appeal-packed kind that helps sell top-of-the-line merchandise. That's why so many dealers who enjoy making more sales—and more dollars per sale—are switching to Gibson! Get money-making facts from your Gibson distributor or Gibson direct!

Gibson

GIBSON REFRIGERATOR COMPANY • GREENVILLE, MICHIGAN

5,810,000 home appliances proved in use throughout the world since 1877



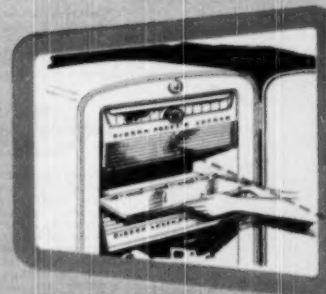
Pres-Toe

Hands full? Just PRES-TOE—door opens! What's more, it stays open—until you PRES-TOE again, walk away, door closes. All automatically... NO HANDS! (Model 1151)



Touch-A-Top

Hot? Thirsty? Just TOUCH-A-TOP—enjoy cold running water any time. (Model 1151)

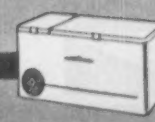


Super Locker

Need EXTRA space for frozen foods? Big 54-lb. Frosty Locker and roomy Freshy Locker combine instantly into giant 109-lb. Super Locker. No sub-freezing space wasted when you don't need it—plenty EXTRA space when you do need it! (Model 1151)



Cheer, cheer! kitchen with Gibson electric ranges—a star for every home, a prize for every game.



Housewives save almost fantastic sums of money—eliminate an almost incredible amount of effort—with Gibson Home Freezers!

Electric EMPIRE Housewares

The Choice of Quality-and-Profit Minded Merchandisers Since 1922

Feature this complete EMPIRE line of fine Electric Housewares if you want genuine quality merchandise to meet ALL price demands of your trade.



2 New "EMPIRE" AUTOMATIC PERCO-DRIPS

- Dual element with Cold-Water Pump starts perking within 60 seconds!!
- Stops perking automatically when coffee is done!
- Single thermostat automatically changes to low heat
- Keeps coffee serving hot for hours
- Perfect coffee everytime... simply put in coffee and water and connect the cord!!



No. 1921—5 Cup, List \$4.95
No. 1923—8 Cup, List \$7.95

EMPIRE Aristocrat ELECTRIC TOASTER

Toast at its best—golden brown, done to a turn. "Just the way you want it!" Smartly modern, in lustrous chrome finish, toast-warming flat top. Turns toast automatically by flip of door. Extra large toasting element. Listed. Underwriters' Laboratories.



No. 769. Suggested Retail, \$3.95

The New EMPIRE Sandwich Toaster & Waffle

The hostess' delight, combining true beauty of design with utility. Toasts one large or 2 small sandwiches—fries bacon, eggs, or griddle cakes—grills steaks and chops, right at the table. Waffle grids removable and interchangeable. Beautifully chrome finished, with cool handles.



No. 788. Combination Sandwich Toaster & Waffle, \$11.95



No. 870. Retail at \$4.35



Every sportsman, motorist, vacationist, wants this brand new HI-LO Pivot-Lite. Two beams, at side and top, swing in a vertical arc from pivot in lantern base. Only lantern permitting use of both lights at same time. Stands, carries, hangs up—stays put at any angle. Comfortable ball handle. Throws brilliant single or double light wherever wanted. Long-lasting battery and Mazda bulbs.

Mighty Higher Retail Price in West. Order EMPIRE Electric Housewares Now.

THE METAL WARE CORPORATION

NEW YORK
200 5th Avenue

TWO RIVERS
WISCONSIN

CHICAGO
Room 1411A Merchandise Mart

ELECTRICAL APPLIANCE NEWS

New Products

LIGHTING



ON-A-LITE Tree Set

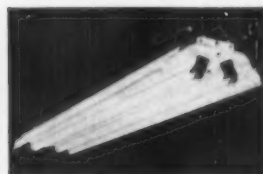
On-A-Lite Corp., 4784 S. E. 17th Ave.,
Portland 7, Ore.

Device: On-A-Lite, 14-light Christmas tree set.

Selling Features: Incorporates movable sockets and indoor-outdoor features of regular 7-light set.

Price: \$4.95.

Electrical Merchandising, Oct. 1950



MARKSTONE Laundrilite

Markstone Mfg. Co., 2460 George St.,
Chicago 18, Ill.

Device: Markstone home Laundrilite and Work-Lite.

Selling Features: White enamel, fluorescent fixture complete with 2-25 watt G-E Krypton lamps; heavy rubber cord and plug, hanging chain, and switch, ready to plug in, no special wiring required; individually packed; operates on 110-volts, a.c.; 33 in. long 12 1/2 in. wide, 4 in. deep.

Electrical Merchandising, Oct. 1950



DAWN AIRE Ultra-Violet Generator

Midwest Naturlite Co., 228 W. Kinzie St.,
Chicago, 10, Ill.

Device: Dawn-Aire ultra violet generator.

Selling Features: Deodorizes, freshens and sanitizes air by generating 2 types ultra-violet rays; one ray produces ozone in air, the other, the germicidal ray, kills bacteria and germs on contact; available in 2 sizes—No. 100 a 1-bulb unit services a room of 600 to 1000 cu. ft.; No. 200, 2-bulb unit for a room 1200 to 1750 cu. ft.; features include special bulb to generate ultra

violet rays; special reflector to increase dispersion of rays; all aluminum case; transformer; easy to install, hangs on wall or stands on shelf; requires no service, no chemicals; portable; plugs into any 110 volt a.c. outlet.

Price: No. 100, \$8.95; No. 200, \$11.95
Electrical Merchandising, Oct. 1950

G-E Ozone Lamp

General Electric Lamp Dept., Nela Park,
Cleveland 12, Ohio

Device: New 4-watt ozone lamp designed to dispel unwanted odors.

Selling Features: A glass ball less than an inch and a half in diam., the new bulb gives off barely noticeable concentrations of ozone useful in making presence of odors less perceptible; operates on household current; is used with a ballance in a simple fixture which allows free escape of ozone but shields eyes from ultraviolet energy generated; for use in kitchens, clothes closets, bedrooms, baths, cellars, recreation rooms as well as in automatic clothes dryers, refrigerators, etc. lamps have mild germicidal effect.

Electrical Merchandising, Oct. 1950

DORAY Defroster-Clock

Doray Inc., 2601 N. Broad St.,
Philadelphia, 32, Pa.

Device: Combination defroster and kitchen clock.

Selling Features: Tells time and automatically defrosts thin frost that accumulates on refrigerator evaporator every night; hangs on wall, plugs into any outlet.

Price: \$11.95

Electrical Merchandising, Oct. 1950



SEPSCO Water Sterilizer

Sepeco Corp., Pottstown, Penna.

Device: "Sepco" ultra-violet water sterilizer.

Selling Features: Purifies water with powerful ultra-violet radiation using same principle employed for atmospheric purification in laboratories, hospitals and other places where air must be germ free; consists of stainless steel tank 71 in. high, 12 in. diam. with 4 specially constructed ultra-violet ray tubes extending vertically through water; patented baffles at various levels guide incoming water close to glowing tubes; purifies water at rate of 400 gal. per hr., the manufacturer claims; where larger supply is needed, two or more sterilizers can be installed.

Electrical Merchandising, Oct. 1950

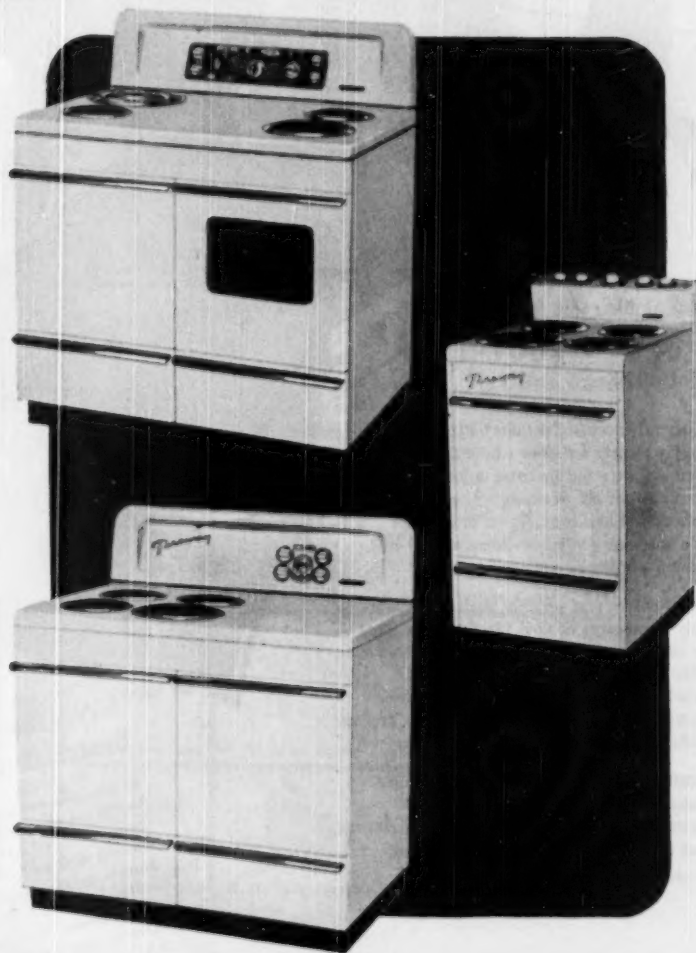
It's Time To Think About **Preway** Electric Ranges

**still the line with the greatest
selling story in the industry**



Once again you've got to regard your sales outlook with cold realism — move to supplement your old sources with new ones . . . for you can't draw business to an empty store. So thoughtfully, open-mindedly look at Preway electric ranges, a line that matches big name brands in style, in features, in quality construction and in cooking and baking performance. It isn't unimportant, either, that Preway leads them all in price — a competitive advantage near and dear to every woman's heart — and yours.

You can see these things for yourself by any comparison tests you care to make — and Preway ranges are guaranteed by a multi-million dollar company, America's fastest-growing manufacturer of major home appliances. The Preway representative in your area will be glad to show you this well-balanced short line with the greatest selling story in the industry. If you'd like to have him call, or if you want complete information at once, please write



PRENTISS WABERS PRODUCTS CO.

9100 SECOND STREET, NORTH WISCONSIN RAPIDS, WISCONSIN

start at the **TOP** to sell Complete Kitchens!



General Electric Plastics Tops can help **BOOST** your appliance sales

Put General Electric Textolite® Plastics Tops on display to help sell your whole line! Women are attracted by these colorful sparkling surfaces that set off gleaming white appliances so beautifully. These bright tops strike a spark in a woman's imagination—make her want a whole new kitchen.

Beautiful colors and original designs are not the only advantages of G-E Plastics Tops. This sturdy surfacing material has exceptional wearing qualities to back up its good looks—like resistance to food stains, heat, and household chemicals. It's no wonder that G-E Plastics Tops are the surfacing material so many women prefer.**

FIND OUT MORE about the way you can boost appliance sales through G-E Plastics Tops. Just write us at Section L23, Chemical Department, General Electric Company, Pittsfield, Mass.

* Reg. U. S. Pat. Off.

****Survey Shows Women Prefer General Electric Plastics Tops**

In a recent national survey conducted at the request of General Electric Company, 41% of 1,051 women personally interviewed said that of three well-known makes mentioned they would prefer to use G-E plastics surfacing in their kitchens. The nearest other manufacturer was mentioned by only 19%. This outstanding preference for G-E Plastics Tops, more than two to one, can mean easier sales for you!

You can put your confidence in

GENERAL  ELECTRIC

ELECTRICAL APPLIANCE NEWS

New Products

NON-ELECTRICS



SEYMOUR Ironing Table

Seymour Tool & Engineering Co. Inc.,
Seymour, Ind.

Model: Seymour combination "sit-down" adjustable ironing table.

Selling Features: Can be set at any height from 26 to 36 in.; features finger tip control; unobstructed center area makes it usable also for a sewing machine, typing, and as a general utility table; undercarriage opens automatically and locks in set-up position; folds compactly into easy-to-handle unit; non-slipping rubber feet prevent table from creeping and crawling; vented top is 15 x 54 in.

Electrical Merchandising, Oct. 1950



RAP-A-CORD

Rap-A-Cord, Inc., 200 E. 14th St.,
Elmira Heights, N. Y.

Device: Rap-A-Cord cord holder.
Selling Features: Keeps cord of an appliance neatly coiled when appliance is or is not in use, eliminates kinks and prolongs wear.

Electrical Merchandising, Oct. 1950



CAR-REE-VAC

Car-Ree-All Products, Inc., 492 Sexton
Bldg., Minneapolis, Minn.

Device: Lightweight carrier for tank-type vacuum cleaners.

Selling Features: Provides added portability for tank-type cleaner—cleaner never has to be removed from carrier; eliminates stooping, bending, lifting, backtracking; keeps attachments within easy reach; easily stored; aluminum alloy base; steel wheels with oilite bearings; large non-mar tires; chrome-plated steel handles; washable, vat dyed Army duck accessory holder; fits any standard make tank-type cleaner.

Price: \$19.95.

Electrical Merchandising, Oct. 1950

only **Stewart Warner**

gives you all...

ten!

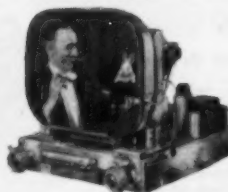
more tubes...more power...greater distance reception!



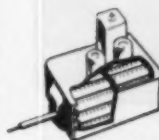
ROYAL DELUXE 16 (Model 91208)



1. One Knob Picture Control with Channel-Eye Tuning



2. Amazing Dyna-Power Chassis



3. Miracle Turret Tuner



6. Picture Line Suppressor



9. Built-In Aerial System



4. Gyromatic Picture Lock



7. "Concert Grand" Tone



10. Styled by World-Famous Furniture Stylist



5. "Gated" Automatic Gain Control



8. Rectangular "Black" Tube

14", 16" and 19"
Models in table
and consoles.

STEWART-WARNER

See your Stewart-Warner Distributor Today!

STEWART-WARNER ELECTRIC Division of Stewart-Warner Corp.
1826 Diversey Parkway • Chicago 14, Illinois

Merchandising... WITH MUSCLES!



*Constant
Year-round
Advertising!*



AQUAIRE

**WEATHER
CONDITIONER**

More versatile than an air conditioning unit—yet sells for a fraction of the cost.

- lowers room temperature
- has "moisture control" feature
- filters, washes, circulates air

**LIST PRICE
\$49.95***

NO OTHER SINGLE UNIT OFFERS ALL THESE COMFORT-CONDITIONING ADVANTAGES



MIMARVEL

3-heat Hair Dryer

Produces two intensities of heat—plus cool air. Mimarvel is glamorous and unique. Can also be used as a heater, a cooling fan or a jiffy breeze-dryer for lingerie, stockings or nail enamel.

LIST PRICE **\$14.95***



STARFLECTOR

Provides fan-blown hot air, cool air and radiant heat. Coils glow to form a picturesque star when unit is used as a heater. Sells on sight.

LIST PRICE
\$24.95*

*Prices Slightly Higher In The West

MIMAR PRODUCTS ARE BUILT FOR SALES—THEY GIVE THE BUYING PUBLIC WHAT IT WANTS—MORE QUALITY FOR LESS MONEY—THEY'RE PRICED WAY DOWN FOR THE MASS MARKET MILLIONS.

MIMAR PRODUCTS, INC., Myrtle Ave. & Spencer St., Brooklyn 5, N. Y.

Branches: El Monte, Calif. • Chicago, Ill.

Distributed through jobbers only. Contact Mimar Today!



CAPIHART Consoles

Capihart-Farnsworth Corp.,
Fort Wayne 1, Ind.

Models: Spinet, Blackstone, Monmouth, Chicagoan, Georgetown, Virginian, New Englander, William Penn.

Selling Features: All models have CX-33 chassis super-powered for performance in fringe areas; new cabinet styling.

Spinet, 320-M has 17 in. rectangular tube in spinet type console-on-legs mahogany cabinet.

Blackstone, 3012-M and B, 16 in. rectangular console with a mahogany or bisque cabinet.

Monmouth, 322-M, 16 in. model in English 18th century mahogany cabinet with half-doors.

Chicagoan, 332-M, and B, open-faced, 16 in. model, mahogany or bisque cabinet.

Georgetown, 16 in. picture; full door console, English 18th century in mahogany.

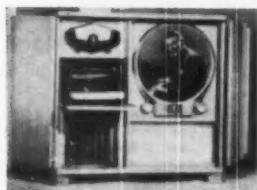
Virginian, 17 in. rectangular picture; full, paneled doors, English 18th century, mahogany.

New Englander, 16-in. rectangular picture; full door cabinet, French Provincial design in cherry with fruitwood finish.

William Penn, 16 in. picture, full-door English 18th century cabinet, mahogany.

Prices: From \$299.95 for Spinet to \$399.95 for William Penn.

Electrical Merchandising, Oct. 1950



ZENITH TV Console Combinations

Zenith Radio Corp.,
6001 W. Dickens Ave., Chicago 39, Ill.

Models: 4 models in 165 series; 2 in 238 series.

Selling Features: 165 series models H3469E, 3485R and H3267R have 16-in. picture tubes and 238 series H3477R and H3478E have 19-in. picture tubes; all models have Select-O-Screens which give choice of "Giant Circle" or the rectangular type picture at flip of switch; reflection-proof tubes; new "super-range" chassis; automatic single knob tuning; built-in provision for proposed ultra-high frequencies on present standards; gated automatic gain control; gated beam sound tube; gated beam picture stabilizer; built-in pre-tuned picturemagnet antenna; connection for Phonovision sub-assembly; Lazy Bones remote control optional.

Radio-Phono features include standard AM and FM coverage; Cobra-Matic variable speed record changer that plays any speed and automatically changes all size records; 2 simple controls—one for size, one for speed; Radiorgan tone control; new 12-in.

ELECTRICAL APPLIANCE NEWS

New Products

TELEVISION

"1213" speaker; built-in Wavemagnet and Light-line antenna.

Prices: H3469E blonde, \$549.94; H3475R mahogany, \$499.94; H3267, \$429.95; H3267R mahogany, \$449.95; H3477R, \$650; H3478E, \$695.

Electrical Merchandising, Oct. 1950



RCA-VICTOR TV Consoles

RCA Victor Div., Radio Corp. of America,
Camden, N. J.

Models: Two 12½-in. models: Cumberland and Somervell; seven 16-in. models: Kent, Kingsbury, Highland, Fairfield, Regency, Modern and Provincial; and two 19-in. consoles: Hillsdale and Northampton.

Selling Features: Cumberland, 2T60—open-faced console, contemporary styling; latticework ornamentation over grille; walnut or mahogany, and lined oak.

Somervell, 2T81, TV-AM phono with 2 record changers; one for 45 and one for 78 and 33½ rpm; 24 tubes, 4 rectifiers; half doors; mahogany, walnut or lined oak.



Kent, 6T54, Tel-Ensemble, maroon finished metal cabinet with mahogany finished base; controls concealed behind a drop panel under picture tube; base has solid front panel with dummy door pulls and built-in antenna.

Kingsbury 6T64, 16-in. console; open-faced, simple contemporary styling; walnut, mahogany or lined oak.

Highland 6T65, 16-in. console, modern classic open-faced cabinet, same finishes.

Fairfield 6T72 16-in. model, half doors over picture tube and controls finished with oval panel treatment.

Regency 6T74, 16-in. model with 2 full doors, paneling effects to simulate Regency design; antique brass hardware; walnut or mahogany.

Modern 6T75, 16-in. swivel-mounted on specially designed base so it can be turned to face any part of room; full doors, no hardware; lined oak finish or walnut or mahogany.

Provincial 6T76, 16-in. model, full-

length panel doors; French Provincial design; maple finish as well as walnut or mahogany.

Hillsdale 9T77, 19 in. model with half-doors and diamond-patterned grille lattice; walnut, mahogany or lined oak.

Northampton 9T79, 19 in. Regency cabinet; 4 doors completely enclose set; walnut or mahogany only.

Prices: Cumberland, \$199.95; Somervell, \$299.95; Kent, \$239.50; Kingsbury, \$259.50; Highland, \$279.50; Fairfield, \$299.50; Regency, \$329.50; Modern \$349.50; Provincial, \$359.50; Hillsdale, \$389.50; Northampton, \$425. (lined oak finishes extra.)

Electrical Merchandising, Oct. 1950



DU MONT Consoles

Allen B. Du Mont Laboratories Inc.,
1 East 57th St., New York City

Models: 17 and 19 in. consoles, Tarrytown, Burlingame, Revere, Brookville, Andover, Park Lane, Strathmore, Mt. Vernon, Westerly and Ardmore.

Selling Features: 17 in. models Tarrytown, Burlingame, Revere, Brookville, Andover, Park Lane, Strathmore, Carlton, Ventura, and Sumter feature a new 17 in. glass rectangular tube with 150 sq. in. direct-view picture; a single magnet beam bender on this type gives a sharper image, and the short length (18½ in.) makes possible cabinets of shallower depth.

Tarrytown has 32 tubes including 4 rectifiers and picture tube; FM-AM radio, and a 3-speed automatic record player; mahogany cabinet with doors. Burlingame, Revere, and Brookville have 26 tubes including 3 rectifiers and picture tube; FM radio and phono-jack attachment for record player. Burlingame has modern console; Revere colonial cabinet with doors; and Brookville a functional design.

Andover, Park Lane and Strathmore have a new improved RA-117 chassis containing 23 tubes including 2 rectifiers and picture tube and offers full range TV with FM sound channel and phono-jack attachment (no radio); each receiver has automatic gain control; local-distant switch; narrow-band sync amplifier; Andover and Park Lane have mahogany cabinets with doors; Strathmore is a functional mahogany cabinet.

19 in. models—Mt. Vernon, West-



erly and Ardmore—have a 208 sq. in. direct-view picture and all the latest Du Mont electronic features; each includes an all channel TV; full range FM radio; plug-in receptacle for automatic record player; Lifetone picture circuit; Sensituner; Stedibeam and Signalock; each set has 26 tubes, including 3 rectifiers and picture tube. Ardmore has a functional mahogany console; Mt. Vernon, a Georgian period cabinet; and Westerly a modern console with doors.

Prices: Tarrytown, \$575; Burlingame and Revere, \$399.95; Brookville, \$359.95; Andover, \$349.95; Park Lane, \$339.95; Strathmore, \$299.95; Mt. Vernon, \$479.95; Westerly, \$459.95; Ardmore, \$399.95 (all mahogany models available in blond at 5% increase).

Electrical Merchandising, Oct. 1950



STARRETT Consoles

Starrett Television Corp.,
401 W. 26th St., New York City

Models: Washington Irving; Eli Whitney; Peter Stuyvesant; James Madison and John Marshall.

Selling Features: Washington Irving has a 17-in. picture tube in a full door, mahogany console.

Eli Whitney, 17-in. model in a full door blonde cabinet.

Peter Stuyvesant, 19-in. open mahogany console.

James Madison, 19-in. full door mahogany console and John Marshall 19-in. full door FM-AM phono combination in mahogany or walnut.

All models have 19 tubes including 2 rectifiers; built-in antenna; provision for UHF channels; 2-knob simplified controls; RF and IF amplifiers; "Acousticclear" sound system; air circulation for cool operation; John Marshall has full channel AM-FM radio and an automatic 3-speed record changer.

Prices: Washington Irving, \$349.95; Eli Whitney, \$369.95; Peter Stuyvesant, \$349.95; James Madison, \$399.95; John Marshall, \$499.95

Electrical Merchandising, Oct. 1950



TELE-TONE TV Combination

Tele-Tone Radio Corp., 540 W. 58th St.,
New York City

Model: TV334 6-way combination console, top model of new Imperial line.

Selling Features: Equipped with 20 in. rectangular tube; includes AM-FM radio; all-speed phono and automatic record changer; "super-powered" chassis; mahogany cabinet with full doors.

Price: \$599.95.

Electrical Merchandising, Oct. 1950

Announcing the newest

triple-action **HOOVER**

MODEL 29[®]

Great new Hoover triple-action cleaner in popular-price field...

It beats...
as it sweeps...
as it cleans

Angle
Conversion
for easier
above-the-floor
cleaning

New
lightweight
Veriflex
hose

Extra quiet...
Extra low...
Extra power!

Here is the newest Triple-Action Hoover with all-new, all-exclusive, all-Hoover features.

The new Hoover Model 29 gives Hoover dealers new opportunity for creating extra interest in cleaners among customers in the popular-price field.

The new Hoover Triple-Action Model 29 is styled by Henry Dreyfuss in a beautiful modern maroon and beige color scheme. With all its new features, the value price for this new cleaner is just \$87.95. (Cleaning tools, \$19.95 extra.) —

National advertising introducing new Hoover

Model 29 is running in leading magazines right now. Matched with it is strong advertising on the new low-priced Hoover AERO-DYNE Model 41 Tank Cleaner and the great Hoover Triple-Action low-priced Model 115, making the name HOOVER mean NEW! all through the fall.

Yes, 1950 is a great year for Hoover dealers, with four wonderful new cleaners supported by the greatest advertising schedule in Hoover history!

That's why we know...

You'll be happier with a Hoover!



Model 29 \$87.95
Low down payment, easy
monthly terms. Cleaning tools
in handy kit, with new Veriflex
hose, \$19.95.



Triple-Action
Model 62

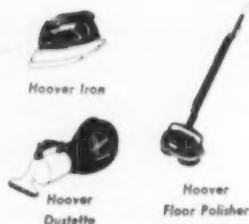
Triple-Action
Model 29

Triple-Action
Model 115



AERO-DYNE
Model 51

AERO-DYNE
Model 41



Hoover Iron

Hoover
Dustette

Hoover
Floor Polisher

**THE HOOVER
COMPANY**

North Canton, Ohio
Hamilton, Ontario, Canada
Perivale, England



RAYTHEON TV Combinations

Belmont Radio Corp., Div.,
Raytheon Mfg. Corp., Chicago, Ill.

Models: Savoy, Santung, and Adams.
Selling Features: Savoy, 17-in. rectangular tube 3-way combination equipped with TV, AM radio and automatic phono playing all record speeds; hand rubbed mahogany cabinet with doors; also available with a 16-in. rectangular tube.

Santung, 17-in. rectangular tube, 3-way combination TV, AM radio and automatic 3-speed phono in a Chinese modern cabinet of limed oak; also available with a 16-in. rectangular tube.

Adams, 20-in. rectangular tube 4-way combination TV, AM-FM radio and automatic 3-speed phonograph in an authentic reproduction of Chippendale cabinet in mahogany with full doors, and also available with a 19-in. rectangular tube.

Prices: Savoy, \$409.95; Santung, \$439.94; and Adams, \$595.

Electrical Merchandising, Oct. 1950



STARRETT Table Telesets

Starrett Television Corp.,
601 W. 26th St., New York City

Models: Robert Fulton and William Penn.

Selling Features: Both models have large 12 1/2-in. black tube; plus 19 tubes and 2 rectifiers; built-in antenna; simplified controls; Ex-Static FM; phono attachment; RF and IF amplifiers; "Acousticlear" sound system; film-freed picture; air circulation for cool operation. Robert Fulton has luggage cabinet; Wm. Penn, mahogany.

Prices: Robert Fulton, \$149.95; Wm. Penn, \$169.95.

Electrical Merchandising, Oct. 1950



S-W TV Consoles

Stewart-Warner Corp.,
1826 Diversy Pkwy., Chicago 14, Ill.

Models: Nos. 9120-B, F, D, E, C, and Nos. 9121-A and B, combination consoles; and No. 9122-A, TV-AM-FM console.

Selling Features: Models 9120-B and

ELECTRICAL APPLIANCE NEWS

New Products

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9120-F, open faced consoles in dark mahogany and blond Korina respectively; 9120-D and 9120-E consoles have half-length door; 9120-D dark mahogany, 9120-E Korina; 9120-C has 18th Century Sheraton cabinet, full length doors with grained mahogany inlays; all have 16-in. rectangular "black" tube; 26 tube Dyna-Power a.c. chassis (23 tubes plus 3 rectifiers); built-in antenna; 1-knob picture control; channel-eye tuning, miracle turret tuner; "gated" automatic gain control.

No. 9121A, TV-AM-FM combination with 3-speed phono has 16-in. rectangular "black" tube; built-in antenna; 31 tube Dyna-power a.c. chassis; 1-knob picture control; channel-eye tuning; miracle turret tuner; "gated" automatic gain control; 18th Century Sheraton cabinet in dark mahogany, full doors; giant 9121-B has TV and record player side-by-side.

No. 9122-A, TV-AM-FM combination, has 19-in. glare-free picture tube; FM-AM radio, built-in antenna; 31 tube Dyna-Power A.C. chassis; 1-knob picture control; channel-eye tuning; miracle turret tuner; "gated" automatic gain control; 18th century English cabinet in dark Honduras mahogany with full length doors.

Prices: No. 9120-B, \$289.95; F, \$309.95; D, \$329.95; E, \$349.95; C, \$359.95; 9121-A, \$429.95; 9121-B, \$499.95; and 9122-A, \$525.

Electrical Merchandising, Oct. 1950



MAGNAVOX TV Consoles

The Magnavox Co., Fort Wayne, Ind.

Models: Biltmore and Cosmopolitan.
Selling Features: Biltmore consolette has Magnascope big-picture system with 16-in. rectangular type synchro-matic chassis; 20 tubes including 2 rectifiers and picture tube; Magna-Lok picture synchronizes automatically, eliminating interference; 12 in. Magnavox magneto dynamic loud-speaker; built-in antenna; signal lever adjusts automatically for varying signal levels; other features include "No Hazard" circuits, automatic safety devices, "Tropic Zone" treatment for reception under adverse climatic conditions; mahogany cabinet.

Cosmopolitan console with doors has 16-in. round TV picture tube; 12-in. Magnavox magneto dynamic loud-speaker; cabinet available in mahogany or white oak finish, equipped with same synchro-matic chassis and features as above.

Price: Biltmore, \$259.50; Cosmopolitan, \$339.50 mahogany; \$349.50, blond.

Electrical Merchandising, Oct. 1950



CAPEHART TV Combinations

Capehart-Farnsworth Corp.,
Fort Wayne 1, Ind.

Models: Ticonderoga, Saratoga and New Amsterdam.

Selling Features: All models have CX-33 chassis super-powered for performance in fringe areas; "Symphonic-Tone" system.

Ticonderoga, 327-M, has 16 in. rectangular picture; combination radio and 3-speed phonograph in English 18th century mahogany cabinet.

Saratoga, 17 in. rectangular picture; combination AM-FM radio and 3-speed phono with Capehart "Noise Eliminator"; English 18th Century mahogany cabinet.

New Amsterdam, 19-in. combination —AM-FM radio, 3-speed phono with Capehart "Noise Eliminator," English 18th Century chest-on-chest design, mahogany.

Prices: From \$550 for Ticonderoga to \$850 for New Amsterdam.

Electrical Merchandising, Oct. 1950



TRAV-LER Table Telesets

Trav-Ler Radio Corp.,
571 W. Jackson Blvd., Chicago 6, Ill.

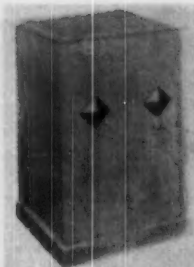
Models: 62R50, 63R50 and 64R50 tele-sets.

Selling Features: No. 62R50, 16-in. rectangular tube table model with Fabricoid covered wood cabinet. No. 63R50, 16-in. rectangular tube model in mahogany finished wood cabinet; and 64R50, 16-in. rectangular tube consolette in mahogany wood cabinet.

All models have continuous tuning; simplified operating controls; automatic gain control; automatic lock-in picture circuit; intercarrier sound circuit; 18 tubes plus 2 rectifiers; Alnico-V speaker; and ratio detector FM; built-in antenna.

Prices: 62R50, \$149.95; 63R50, \$179.95; and 64R50, \$199.50.

Electrical Merchandising, Oct. 1950



SIGHTMASTER TV Consoles

Sightmaster Corp., 20 E. 35th St.,
New York 16, N. Y.

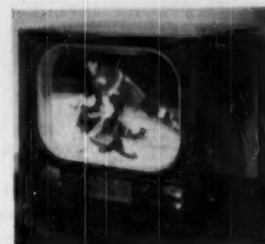
Sales Office

111 Cedar St., New Rochelle, N. Y.

Models: Viking, Sussex and Tropicana.

Selling Features: All models have 19 in. tubes; 12 in. speakers; Sight-master deluxe chassis; Sussex had a DuMont Tuner with FM radio and Webster record changer. Viking custom built mahogany cabinet has Crotch doors; Sussex, mahogany cabinet; and Tropicana blond mahogany only. All models available with Sight-mirror at extra cost.

Electrical Merchandising, Oct. 1950



CAPEHART Table Telesets

Capehart-Farnsworth Corp.,
Fort Wayne 1, Ind.

Models: Nantucket, 321-M and Bedford, 321-B table telesets.

Selling Features: Features the CX-33 TV receiver chassis super-powered for performance in fringe areas; "Symphonic-Tone" system; 16 in. rectangular picture tube.

Price: Nantucket, mahogany, \$279.95; Bedford, bisque, \$289.95.

Electrical Merchandising, Oct. 1950



TELE-TONE Table TV

Tele-Tone Radio Corp., 540 W. 58th St.,
New York City

Models: TV342 and TV322 table tele-sets.

Selling Features: TV342 has a 16 in. rectangular tube in a mahogany wood cabinet; TV322 has a 14 in. rectangular tube in a plastic cabinet. Both models have the newly developed "Duo-Dynamic" chassis and feature 1-knob tuning.

Prices: TV324, \$199.95; TV322, \$149.95.

Electrical Merchandising, Oct. 1950

PRETTY HANDS want a range that's easy to clean!



Pretty Smart of You
to Offer It to Her!

Ranges equipped with TK Monotubes sell faster. That's because the TK Monotube is the most easily cleaned unit ever made. Housewives "go for" this easy-to-demonstrate advantage. Just lift the coil... remove triangular support... wipe the drip pan and you're already halfway to a sale! Women quickly visualize hours saved in the kitchen, promptly sell themselves on your range.



Easier to Clean
All the Way.

Monotube equipped ranges have no exposed wiring to accumulate dirt and grease. Lead wires and terminals are concealed and protected by a special sealed sleeve. Wiring is out of sight, out of mind... a feature women like. There's no need for the housewife ever to see the wiring or the terminal connections.

Fast, Simple Operation

All heats from "high" to "warm" are in the same

single coil. There are no special switch positions to remember, no "hot spots" or "cold spots". The homemaker has as much or as little heat as she wants—simply by turning the switch. And when she's in a hurry, she gets faster heat with the TK Monotube because its flat surface provides up to 32.8% more contact with cooking utensils. These and other advantages are the reasons why most manufacturers today equip their ranges with Monotubes—the units that appeal to pretty hands—the units that help you pile up pretty profits!

Pretty Slick—That TK Monotube Merchandising Package!

It's bringing new business into service departments everywhere! 12 units, an attractive display, envelope stuffers—everything you need to put your crew to work on profitable remodernization business is in the one handy package. Ask your distributor for details. Or—write to us.



Want to know more?

This new catalog contains complete information on TK Monotube replacement units, explains how to install them in all ranges. Write for your free copy.



TK Monotubes Boost Sales

TK ELECTRIC HEATING PRODUCTS STAND ALONE IN ALL WAYS!



TUTTLE & KIFT, INC.

1823 N. MONITOR AVE., CHICAGO 39, ILLINOIS • A SUBSIDIARY OF FERRO ENAMEL CORPORATION

ELECTRICAL APPLIANCE NEWS

New Products

TELEVISION



STROMBERG-CARLSON Table Telesets

Stromberg Carlson Co.,
Rochester 3, N. Y.

Models: Mercury 116TM and Treasure Chest, 116 TD table telesets.

Selling Features: Mercury has rectangular 16-in. black-glass picture tube; 142 sq. in. screen; built-in antennas; keyed automatic gain control; long-life tuner; phono jack; 6-to-1 gear reduction vernier tuning knob for micro-accurate channel selection; Honduras mahogany veneers.



Treasure Chest 116TD similarly equipped in modern cabinet, mahogany or avodire; 2 full opening doors of crotch mahogany pattern.

Prices: Mercury, \$259.95; Treasure Chest, \$279.95, mahogany \$289.95.

Electrical Merchandising, Oct. 1950



LINCOLN Record Changer

The Lincoln Engineering Co., Record Changer Div., 5701 Natural Bridge Ave., St. Louis 20, Mo.

Device: Lincoln record changers.

Selling Features: Plays one or both sides of records as desired, all speeds and sizes intermixed in any sequence of the same speed; speed selection is made by moving an indicator lever to speed desired; full load of 22 L.P. records provides up to 21 hrs. uninterrupted music; changer stops automatically when last record is played; soft rubber suction cup on transfer arm picks up record by label from loading table and places it on turntable where it held securely by another suction cup; no metal touches record except needle; tone arm equipped with high fidelity crystal cartridge is independent of changer mechanism and may be moved freely on or off record without damage; only one record at a time is on turntable; additional selections of same speed can be added or removed at any time; available in 2 models—Standard for custom installation and the Capehart Replacement model; Standard can be installed in almost any type cabinet.

Price: \$250.

Electrical Merchandising, Oct. 1950

For Appliance delivery



6½-ft. Ford F-1 Stake shown here. G.V.W. rating—4,700 lbs. Available with 95-h.p. Six or 100-h.p. V-8. One of over 175 models including 145-h.p. Big Job.

America's No. 1 Economy Stake



**ONLY FORD—
AMONG THE 5 SALES
LEADERS—OFFERS
A 6½-FT. STAKE!**

● For fast, low-cost hauling of bulky loads, choose the reliable Ford F-1 half-ton Stake—the only 6½-ft. Stake offered by the five leading truck manufacturers!

The Ford F-1 Stake gives you load length of 80-inches, load width of 67-inches. G.V.W. rating is 4,700 lbs. leaving 1,410 lbs. for payload capacity.

You get heavy, bridge-type construction in the platform. Seasoned hardwood floor planking is protected and interlocked by steel skid strips.

And at no extra cost, you get these extra value advantages over the 4 other leading half-ton trucks. Up to 18% more brake lining area. Up to

15% greater frame section modulus. Higher net torque. Oil filter and 1-qt. oil bath air cleaner standard. Choice of economy-proved V-8 or 6-cylinder engine.

In the half-ton field, as in over 175 other models ranging from 95-h.p. Pickups to 145-h.p. Big Jobs, Ford is America's No. 1 Truck Value. Switch to Ford Trucks. See your Ford Dealer for good trade-in allowances, liberal terms, prompt delivery!

For heavier hauling, Ford has bigger Stakes, too. A 7½-ft. Stake is available on Ford Series F-2 rated at 5,700 lbs. G.V.W., and Series F-3 rated at 6,800 lbs. G.V.W., a 9-ft. Stake on Series F-4 rated at 10,000 lbs. G.V.W., and 9-ft. and 12-ft. Stakes on Series F-5 and F-6 rated up to 16,000 lbs. G.V.W.

**Ford Trucking Costs Less Because—
FORD TRUCKS
LAST LONGER**

Using latest registration data on 6,592,000 trucks,
life insurance experts prove Ford Trucks last longer!

MAIL THIS COUPON TODAY!

FORD Division of FORD MOTOR COMPANY
3275 Schaefer Rd., Dearborn, Mich.

Send me without charge or obligation, detail specifications on Ford Trucks for 1950.

FULL LINE ☐ HEAVY DUTY MODELS ☐
LIGHT MODELS ☐ EXTRA HEAVY DUTY MODELS ☐

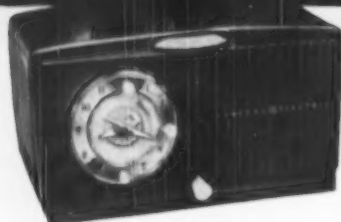
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City _____ Zone _____ State _____



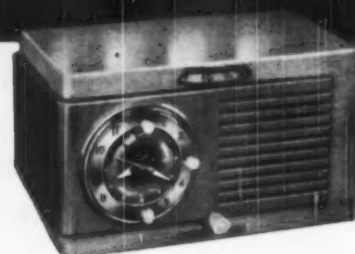
Model 516



● Model 515—Rich Congo brown. Also in alabaster ivory (Model 516), Persian Red (Model 517) or porcelain white plastic (Model 518). All at one low price. **\$34.95***



● Model 510—G-E "Wake-up-to-music" Clock-Radio in rich Congo brown. Also available in alabaster ivory plastic cabinet (Model 511). Same low price. **\$29.95***



● Model 522—Deluxe bleached mahogany and gold plastic cabinet. Also available in dark mahogany and gold (Model 521). Both at the same low price. **\$39.95***

You can put your confidence in— **GENERAL**

CASH IN ON TODAY'S

Greatest Radio Success

THE NEW



CLOCK-RADIO

The world's most useful radio

For five straight years people have bought more G-E Clock-Radios than all other makes combined! Today, sales are clicking off the second million. "A sale an hour!" one dealer reported.

Recognized as America's bedside favorite, the new General Electric Clock-Radio is also the world's most useful radio. The one radio that's ideal for bedroom, kitchen, living room, den or

office. The one radio more people want because it does more than other radios.

And today, backed by dominant G-E promotion, sales are easier than ever! *All colors in each model sell for the same price!* Dealers everywhere say that's the best sales-clincher they ever had.

To cash in on today's greatest radio success, see your G-E radio distributor today or write *General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.*

*Prices slightly higher West and South, subject to change without notice.

In the Bedroom—It's delightful! Lulls you to sleep to music . . . then turns itself off! Next morning it wakes you on time, to sweet music—automatically! Tells time, even in the dark.



In the Kitchen—Sensational Electronic Screen starts your breakfast, has your coffee piping hot when you get up—turns any of a dozen electric appliances on or off, all automatically!

In Every Room—Smartest table radio ever! Beautiful tone. Starts a favorite radio program automatically. G-E electric clock. Ideal for living room, den, guest room, any room or office!



ELECTRIC

Betcha never saw a
water heater with
as much to offer
as a....

GLASS-LINED (Porcelined) FOWLER

One look will convince
you...Fowler has everything
it takes to make a water heater
BEST!

Made by a national manu-
facturer with more than 35
years of water heating experi-
ence, Fowler has features you
won't find in other heaters...
features that make customers
want an automatic Fowler—
and nothing but a Fowler.



glass-lining

First with Fowler!...assurance of rust-free
hot water always. 2 coats of flawless, durable
porcelain enamel line tank to give a smooth, non-
porous, sanitary surface. Water never touches
metal. Tank is corrosion-proof, lasts longer.

big features

ELECTRIC WATER HEATERS

Patented 3-Way Built-in Insulation. Dead air
space, aluminum reflector jacket; 3-inch Fiberglas.
Easy-Adjustable Automatic Temperature Controls.
Safe "Black Heat" lock-on, external-type elements
provide efficiency, long life.
Copper Heat Trap eliminates wasteful circulation
of hot water in plumbing system.
Approved by Underwriters' Laboratories.
Capacities: 5 to 80 gallons. (Table Top models,
30 and 40 gallons.)

GAS WATER HEATERS

Extra-Heavy Insulation. 2½ in. thick Fiberglas
blanket, from top to bottom of heater, keeps water
hot longer.
Snap-Action Thermostat; easy temperature adjust-
ment.
Over-sized Tapered Heat Flue supplies 8% more
heating area than 3-inch flues most commonly used.
Economy, One-Place Raised Port Burner, burns
all gases.
AGA Approved.
Capacities: 22, 30, 35 and 45 gallons.

Glass-lined Fowlers are backed by the
manufacturer. Electric heaters and gas
heaters carry 20-year and 15-year
prorated warranties, respectively.

Fowler is lowest priced of all non-corrosive tank
water heaters now offered independent dealers.

big value

warranty

price

Dealers—
Distributors

WRITE for
full details.

FOWLER MANUFACTURING COMPANY

2345 S. E. Gladstone, Portland 2, Oregon

Please send complete information about Fowler Electric and Gas Water Heaters.

Dealer _____
Address _____
Distributor _____
Address _____

ELECTRICAL APPLIANCE NEWS

New Products

RADIO



CAPEHART Radio-Phonos

Capehart-Farnsworth Corp.,
Fort Wayne 1, Ind.

Models: 1951 line of phono-radios in-
clude Classic, Hepplewhite, French
Provincial, Chippendale and Futura.
Selling Features: Classic, 1005-M and
B, AM-FM radio and 3-speed phono
with cabinet in mahogany, walnut or
bisque finish.

Hepplewhite, 1006-M and B, AM-
FM radio, 3-speed phono, and record
storage compartment; cabinet in ma-
hogany or bisque.

French Provincial, 1002-F, AM-FM
radio, 3-speed phono, record storage
compartment; cherry cabinet with
fruitwood finish.

Chippendale, 1003-M, AM-FM ra-
dio, 3-speed phono, record storage,
mahogany cabinet.

Futura, 1004-B, AM-FM radio, 3-
speed phono; record storage; oak cabi-
net with bisque finish.

Prices: From \$229.95 for the Classic,
to \$395 for Futura.

Electrical Merchandising, Oct. 1950



RCA VICTOR Console Radios

RCA Victor Div., Radio Corp. of America,
Camden, N. J.

Models: 45-W-9, A-82, A-91 and
A-108 console radio-phonos.

Selling Features: No. 45-W-9, an AM-
FM-45 rpm Victrola console radio-
phono housed in traditional cabinet
with 2 full doors with matching oval
inlay designs; 45-rpm phono and radio
in a new combination roll-out unit at
right; and 6 record-storage compart-
ments at left will accommodate 400
single 45-rpm records or 60 albums;
other features include extended tone
range; phono jack for connection of
auxiliary record changer; available in
walnut, mahogany or limed oak finish.

A-82 all-speed Victrola console
radio-phono, features an automatic
45-rpm changer combined with stand-
ard band radio in roll-out unit and
separate changer for 78 and 33½ rpm
records; Contemporary design cabinet
with 2 half-length doors topped with
a grille cloth; record storage compart-
ments behind two changers house 120
single 45 rpm discs or 15 albums; 3-

gang tuning condenser is another fea-
ture of this model; walnut or mahog-
any finish; limed oak extra.

A-91—A 5-in-1 entertainment unit
provides facilities for AM and RCA
Victor FM and 3-speed record repro-
duction—45 rpm phono and separate
dual-speed changer (78 and 33½ rpm)
plays 10 and 12 in. records of like
speed intermixed and automatically
stops after last record has been played;
Traditional cabinet, 2 half-doors in a
4-drawer chest design; open grille
under doors; roll-out combination
AM-FM radio with 45 rpm changer at
right; roll-out drawer with dual-speed
changer at left; 3 storage compart-
ments beneath changers.

A-108, Regency-styled console, has
2-full length doors with oval inlay de-
sign and a simulated drawer front at
top of each door; 5 entertainment fa-
cilities: AM and RCA Victor FM
radio; 3-speed record reproduction
with extended range; AM-FM radio
and 45-rpm changer in new roll-out
unit at right and dual-speed changer
in special pull-out drawer at left; large
record storage compartments beneath
changer; also features 3-gang con-
denser performance.

All models have audio systems with
10½ to 11 watts push-pull power out-
put; 12-in. permanent-magnet electro-
dynamic speakers; "Golden Throat"
acoustical system; cabinets available
in mahogany or walnut; limed oak
extra.

Prices: 45-W-9, \$179.95; A-82, \$199-
95; A-91, \$239.95; A-108, \$269.50.

Electrical Merchandising, Oct. 1950



ZENITH Table Radios

Zenith Radio Corp., 6001 West Dickens
Ave., Chicago, 39, Ill.

Models: Zephyr a.c.-d.c. table radio;
and Carleton and Beacon Hill table
radio-phonos.

Selling Features: Zephyr a.c.-d.c. table
set has super-powered Consolitone;
AM covers from 540 to 1600 kcs; 5½
in. Alnico 5 speaker; 3-gang con-
denser; built-in Wavemagnet; "Flexo-
grip" handle; available in maroon,
ebony or white plastic with a "Roman
gold" trim.

Carleton and Beacon Hill feature
new Cobra-Matic type automatic vari-
able speed record changer which uses
Zenith Cobra arm and accommodates
all speeds and sizes of records; built-
in Wavemagnet; new type contin-
uous tone control and avc; 5-tube sets
plus a power rectifier; Alnico 5
speakers. Carleton has natural-grained
Pyroxylin cover in mahogany or
blonde; Beacon Hill has walnut or
mahogany veneer cabinetry with
washable brown plastic grille;
"Roman gold" dial and control trim.
Prices: Zephyr, \$34.95 in maroon or
ebony; \$36.95 in white; Carleton,
\$99.95; Beacon Hill, \$119.95.

Electrical Merchandising, Oct. 1950

35 Million homes are prospects for

Lectricover

THE GUARANTEED

ELECTRIC BLANKET

PRICED **\$27.95** INCLUDING
AT ONLY EXCISE TAX



With prices going up everywhere, you can attract customers galore by featuring this fine quality, unconditionally guaranteed, completely UL tested and approved electric blanket—for only \$27.95—including excise tax!

Made by the World's largest manufacturer, LECTRICOVER blankets are guaranteed for a full year against defects of any kind, including moth damage. Nine concealed midget thermostats assure perfectly even distribution of heat. Sensitive control box automatically adjusts itself to changes in room temperature. "Private-Eye" glow-light helps locate switch and

temperature selector in the dark.

Luxuriously made and finished, LECTRICOVER Electric Blankets come in 6 exciting decorator colors with matching 6-inch rayon satin binding. One of the greatest values ever offered. Get your order in *now* and be sure of an adequate supply of LECTRICOVER Electric Blankets to meet your winter and Christmas gift needs. Check with your local distributor *today* for the best deal in electric blanket history!

Look for — and tie in with — the local newspaper and radio advertising for LECTRICOVER in your locality!

Cash in on this big untapped market

Specially designed for LECTRICOVER, here's a two-unit metal display rack which really puts you in the big-profit electric blanket business.

It occupies a minimum of floor space—but it gets your blankets out into the full view of your customers, where they can see, inspect and buy them. And that's point-of-

purchase merchandising with the big wallop—and the bigger profits!

Your local distributor has all the facts on how you can put this LECTRICOVER Electric Blanket display to work for you. Check with him today—and get set for the big fall-winter volume with this *proved profit-builder*.

**DISTRIBUTED EXCLUSIVELY THROUGH ELECTRICAL
HOUSEWARES DISTRIBUTORS**

LECTRICOVERS, INC., 330 Fifth Avenue, New York 1, N. Y. • Wisconsin 7-4100





The lamp that helps housewives (and you) CLEAN UP!

VACUUM CLEANERS, and many other types of appliances, take on extra sales appeal when they're equipped with General Electric large, miniature, and glow lamps. These lamps can add convenience, safety, or novelty—and at small cost. They make your product stand out from the rest, help it sell faster and at a better price.

For help in selecting the best General Electric lamp for your product, consult your nearest G-E Lamp district office. Or write Lamp Department, General Electric, Nela Park, Cleveland 12, Ohio.



You can put your confidence in—

GENERAL ELECTRIC

ELECTRICAL APPLIANCE NEWS

New Products

RADIO



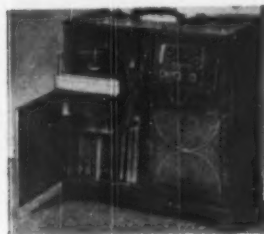
PHILCO Radio-Phono Console

Philco Corp., Philadelphia, Pa.

Model: No. 1734 radio-phono with FM-AM radio.

Selling Features: 7 tube AM-FM radio plus rectifier; 3-speed built-in dual aerial system; 12 in. high fidelity speaker; and 3-speed deluxe automatic record changer that plays all sizes; Federal American console, mahogany with boxwood inlay and brass grille.

Electrical Merchandising, Oct. 1950



S-W Radio-Phonos

Stewart-Warner Corp.,
1826 Diversy Pkwy., Chicago 14, Ill.

Models: 9154-C and 9150-D radio-phono combinations.

Selling Features: No. 9154-C, AM console radio-phono has 3-speed phono; Honduras mahogany cabinet; a.c. chassis with 5 tubes and 1 rectifier; large, wide-range PM speaker; built-in aerial.

No. 9150-D AM-FM radio console has 3-speed phono that plays all records and all speeds automatically; 7 tube, 1 rectifier a.c. chassis; built-in FM and AM aerials; Honduras mahogany cabinet with antiqued brass trim.

Prices: No. 9154-C, \$169.95; No. 9150-D, \$279.95

Electrical Merchandising, Oct. 1950



ZENITH Radio-Phono Console

Zenith Radio Corp., 6001 West Dickens Ave., Chicago, 39, Ill.

Models: 4 new Zenith radio-phono console combinations—Mayflower, Beverly Hill, Tudor and Classic.

Selling Features: All models feature new Cobra-Matic variable speed changer; Zenith-Armstrong FM and Zenith's Long Distance AM reception; Beverly Hills, Tudor and Classic have a super-Alnico 1213 speaker, which is 2½ times more sensitive; Radiogigant tone control designed to give a choice of 64 tonal combinations; built-in antenna systems include a Wavemagnet for AM and a Light-line antenna for FM; Mayflower has 7 tubes; other models have 9 tubes; each set has an additional power rectifier; all have 3-gang tuning and tuned radio frequency.

Mayflower has a walnut or cabinet with mahogany veneers with English Antique door pulls.

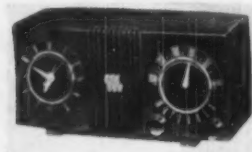
Beverly Hills has modern cabinet of Gold Coast Ireme solids and veneers with brushed brass door pulls.

Tudor, 16th Century English mahogany veneers cabinet.

Classic has a Chippendale cabinet of swirl mahogany veneers with Dark Dover antique finish.

Prices: Mayflower, \$199.95 in walnut and \$229.95 in mahogany. Beverly Hills, \$299.95; Tudor, \$279.95; and Classic, \$329.95

Electrical Merchandising, Oct. 1950



MOTOROLA Clock-Radior

Motorola, Inc., 4545 Augusta Blvd.,
Chicago 51, Ill.

Models: 5C series "Radio-Larm" clock radior.

Selling Features: Combination radior and alarm clocks; Nos. 5C4 and 5C5 have an A.C. appliance outlet which can be used to switch on household appliances at predesignated times; forest green or ivory cabinets. 5C1 and 5C3, without A.C. appliance outlet, in green and walnut cabinets respectively.

Prices: From \$29.95 to \$36.95.

Electrical Merchandising, Oct. 1950



SYLVANIA Radio-Clock

Sylvania Electric Products, Inc.,
1280 Main St., Buffalo, N. Y.

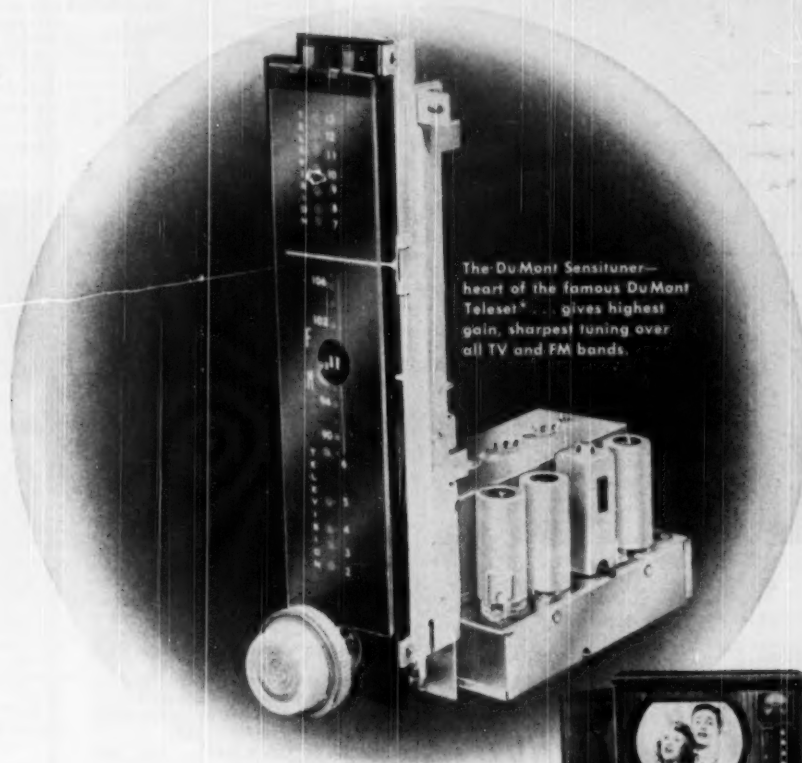
Model: Sylvania radio-clock "Tune-Riser" No. 540M.

Selling Features: Features "Studio-clear" tone; Telechron clock that turns on radio at any desired time and gives an automatic buzzer signal after 10-min.; available in mahogany and ivory; equipped with 5 tubes and a 4-in. speaker.

Electrical Merchandising, Oct. 1950

First in a Series of DuMont product information messages

How the Sensituner* helps you tune in TV sales



The DuMont Sensituner—heart of the famous DuMont Teleset*... gives highest gain, sharpest tuning over all TV and FM bands.

THE DU MONT HANOVER
one of a complete line of new
DuMont television receivers.



THE SENSITUNER, above—just one example of the extra television values that make the DuMont franchise so satisfying. An improvement on the famous DuMont Imputuner,* the Sensituner has added a fourth tuned circuit which gives greatly increased gain and selectivity. This extra circuit uses every bit of the signal and greatly improves the signal-to-noise ratio—an important feature particularly valuable in weak signal areas.

The Sensituner provides continuous tuning, not only over the entire TV range but also covering all FM broadcast frequencies. It has a speed-up mechanism which allows rapid tun-

ing over less frequently used portions of the dial, yet provides precise tuning to desired stations. Like the entire DuMont Teleset, it represents the finest performance obtainable.

Every DuMont contains the most advanced circuitry, oversize parts, extra tubes, better shielding, wider component separation. Every DuMont is subjected to the most rigid quality control in the entire television industry.

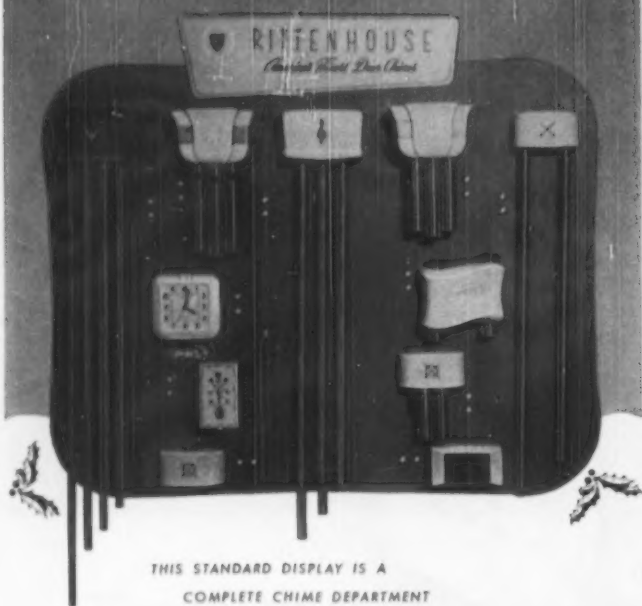
That is why DuMont — first in television, only in television — means more prestige for your store. For these extra television values are the hallmarks of DuMont.

* Trade Mark

You'll do better with **DU MONT** Television's most coveted franchise
first with the finest in Television

Copyright 1950, Allen B. DuMont Laboratories, Inc. Television Receiver Division, East Paterson, N. J., and the DuMont Television Network, 515 Madison Avenue, New York 22, N. Y.

CHRISTMAS IS THE PEAK BUYING SEASON FOR *Rittenhouse* DOOR CHIMES



THIS STANDARD DISPLAY IS A
COMPLETE CHIME DEPARTMENT

Get into the profit-making door chime business with this attractive display board. Your customers will see and hear the various models and actually sell themselves. Beautiful, traffic-stopping Rittenhouse Display Boards are complete chime departments in themselves. You will have a chime suitable for every type home from cottage to mansion.

Each model chime is labeled with a separate descriptive fact tag that emphasizes outstanding features. Every board is completely wired, with push-buttons, transformer, and plug-in cord.

You can get a new display board now for the price of the chimes alone. Several boards to choose from.



MILLIONS OF PROSPECTS WILL SEE OUR NATIONAL ADVERTISING
Millions of readers of these home magazines will see ads on Rittenhouse Door Chimes this fall. Some in your community will be asking for them. Be sure to have them on display and in stock.

Call your electrical wholesaler, or write us direct. Get the merchandising facts about the full line of Rittenhouse Door Chimes.



DON'T DELAY— ORDER NOW!

**CASH IN on the line
that has everything**

- GOLDEN TONE • VARIETY OF MODELS
- SMART STYLING • POPULAR PRICES

More door chimes are sold during the Christmas season than at any other time of the year. Get your share of the business in your community by featuring Rittenhouse... the line the public knows best.

ELECTRICAL APPLIANCE NEWS

New Products

RADIO



G-E Radio-Phono Consoles

General Electric Co., Electronics Park,
Syracuse, N. Y.

Models: Nos. 740, 752, 753 and 755
radio-phonos combinations.

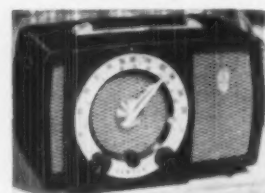
Selling Features: No. 740, price leader, has AM radio and 3-speed automatic phonograph with electronic reproducer; 3-speed turntable and tone arm with G-E dual reversible stylus provide for automatic playing of all records; radio incorporates a tuned 3-gang circuit; a 10-in. Dynapower loudspeaker; storage space and radio and phono concealed by half doors.

No. 755 deluxe combination features a period mahogany cabinet with AM-FM radio; separate amplifier unit with push-pull output of 10 watts; 12-in. Dynapower speaker; automatic 3-speed changer with G-E dual stylus electronic reproducer; storage space for 7, 10 and 12 in. records; full length doors. Other console combinations 752 in mahogany and 753 in Korina.
Prices: No. 740, \$169.96; 752, \$229.95; 753, \$239.95 and 755, \$279.95.

Electrical Merchandising, Oct. 1950

enamel; a 4-lb., "4-tuber" including rectifier; ave; 2-gang variable condenser; permanent magnet speaker; special transformer; a.c.-d.c. superhet; 20-ft. "Lariatenna" that resembles a cowpoke's lariat and coils on a steel-stamped saddle.
Price: \$16.95.

Electrical Merchandising, Oct. 1950



ZENITH FM-AM Radios

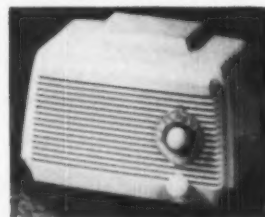
Zenith Radio Corp., 6001 W. Dickens Ave.,
Chicago 39, Ill.

Models: Super-Medallion and Super-Triumph table FM-AM radios.

Selling Features: Both models have Zenith-Armstrong FM circuit; sharp selectivity; Zenith long distance AM coverage from 540 to 1600 kcs; 5 1/2 in. Alnico speaker; both sets have 7 tubes plus a selenium rectifier; Super-Triumph had new broad range tone control, an on/off indicator and a "Flexo-grip" carrying handle; maroon plastic cabinets with gold finished dial and tuning indicator.

Prices: Super-Medallion, \$49.95; Super-Triumph, \$59.95.

Electrical Merchandising, Oct. 1950



SYLVANIA Table Radio

Sylvania Electric Products, Inc.,
1280 Main St., Buffalo, N. Y.

Model: No. 510H table radio.

Selling Features: Available in black, walnut or ivory plastic; 5-in. speaker, 4-tubes plus rectifier; built-in loop antenna and pin-point tuning.

Electrical Merchandising, Oct. 1950



MOTOROLA Radio-Phono Consoles

Motorola, Inc., 4545 Augusta Blvd.,
Chicago 51, Ill.

Models: 8FM21 and 9FM21 FM-AM combinations and 6F11 and 7F11 AM radio-phonos.

Selling Features: Top of the line 8FM21 and 9FM21 deluxe combination FM-AM radio-phonos consoles in "Fashion Award" cabinets; 9FM21, has 2 roomy record storage compartments on either side of speaker; 8FM21 for small homes; both models available in mahogany or lined oak.

Lower-priced 6F11 and 7F11 have identical cabinets as above without FM chassis.

All models have 3-speed record changer with single tone arm; high fidelity speakers and miniature tubes are other features.

Prices: 8FM21, \$169.95; 9FM21, \$219.95; 6F11, \$149.95; 7F11, \$189.95 in mahogany; all models \$10 extra in lined oak.

Electrical Merchandising, Oct. 1950



ARVIN Radio

Arvin Industries Inc., Columbus, Ohio

Model: Arvin "Hopalong Cassidy" radio.

Selling Features: All-steel cabinet available in Hopalong black or fire-wagon red; baked on chip resistant

COFFEE GRINDER ATTACHMENT WINS WIDE INTEREST

Reintroduction of the coffee grinder attachment for the Hamilton Beach Food Mixer has won wide attention from the trade, consumers and editorial writers of women's magazines. "More and more people are coming to know how much more flavorful freshly ground coffee is, especially in a small family where coffee isn't used up before it grows stale," one home equipment editor said. "The opportunity to purchase one to attach to one's food mixer at this moderate price (\$6.95, \$7.25 Denver and West) is going to interest a large number of consumers."



Retailers who have the coffee grinder attachment on display with the Hamilton Beach Food Mixer report considerable consumer interest and worthwhile sales. The coffee grinder as well as the other Hamilton Beach attachments — meat grinder, slicer-shredder and pea huller-bean slicer and the new low-price power unit — will be featured in consumer advertising in October *Better Homes & Gardens*, according to the Hamilton Beach advertising department.

CALIFORNIA DEALER LIKES EXTRA PROFIT MARGIN

Fred S. Meyer, Pasadena appliance dealer, recently expressed his appreciation of the extra margin of profit he makes on Hamilton Beach Food Mixers over that allowed on competitive mixers.

"I noticed your advertisement dated August, 1950, and would like to comment relative to it," Mr. Meyer wrote the factory. "I have been in the appliance business for many years and have always found Hamilton Beach not only to make excellent products but always providing a more-than-average markup for their retail dealers. We dealers are always squawking, and rightfully so, for more markup. So this one time, instead of squawking, I want to send a HURRAH for Hamilton Beach. I know I speak for many dealers in saying 'Thanks' for the bigger and better markup."

All these Easiest-to-Use features...

EASIEST SPEED CONTROL

MIXGUIDE puts 10 tested speeds right under the thumb, right under the eye—magnified for flash reading. No stopping to change speeds, simplicity itself, and what a cinch to demonstrate! Easiest to use... easiest to sell.



EASIEST PORTABILITY

New, lighter beater unit glides off the stand for use anywhere. No triggers, catches, or latches. Easy off, easy on... with one hand. Here's extra usefulness—added reason for purchase. Easiest to use... easiest to sell.

EASIEST OPERATION

The hand that holds the mixer sets the speed. Leaves the user's other hand free to hold a pan or add ingredients. Only Hamilton Beach offers such complete convenience. Easiest to use... easiest to sell.



EASIEST JUICING

Juice, strained free of seeds and pulp, flows directly into serving glass. Nothing extra to wash. Rustless extractor lifts out for easy cleaning. No strainer to scrape or scrub. Easiest to use... easiest to sell.

EASIEST BOWL CONTROL

Shifts ever-turning Pyrex bowl while beaters revolve. Gives even, thorough mixing without stopping the motor or touching the beaters. Watch your customers go for this Hamilton Beach exclusive. Easiest to use... easiest to sell.



PYREX MIXING BOWLS

User can mix, bake, serve, and store foods in the same bowl. Saves time, saves dishwashing, and which of your customers doesn't love that idea? Pyrex Ware is also useful in many ways other than with the mixer. Easiest to use... easiest to sell.



make HAMILTON BEACH
Easiest to Sell!



HAMILTON BEACH Mixette



A PROVED BEST-SELLER! A fast-mover wherever it's featured. Broadens your mixer market—helps you cash in with the \$17.75 people. Hangs on the wall or fits in a drawer. It's the only 3-speed portable with one-hand operation. Yes, and it beats everything any other mixer will—regardless of size! In price, in performance, in smart packaging... it's a gift-item natural.

HAMILTON BEACH

Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.

Hamilton Beach Food Mixer Pays Top Profit... 38.18%!
94,032,513 Ads Sell Hamilton Beach Products This Fall!

The advertisement Mr. Meyer referred to featured the fact that Hamilton Beach paid 38.18% profit, over 2% more than competitive mixers.

BIG AD CAMPAIGN BREAKS IN OCTOBER

More than 94-million advertisements in 11 leading national magazines will sell

Hamilton Beach Food Mixers, Mixettes and Vacuum Cleaners in October, November and December issues, according to recently released schedules.

Publications to carry the ads include *The Saturday Evening Post*, *Ladies' Home Journal*, *Better Homes & Gardens*, *American Weekly*, *Woman's Day*, *True Story*, *Modern Bride*, *Today's Woman*, *Living*, *House Beautiful* and *Successful Farming*. "Easiest to use" will be continued as the theme for the food mixer advertising. "We

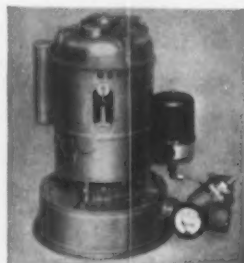
have found that the features which make our food mixer so easy to use attract a very high degree of readership among both men and women," said a Hamilton Beach executive. "So we continue to spotlight Mixguide, Bowl Control, Easy Portability, One-Hand Operation, along with the well-established Hamilton Beach quality story." Mixette ads will feature compactness and convenience of the smaller mixer in smaller kitchens. "Deep-Cleaning" will be the theme of the vacuum cleaner ads.

Advertisement

Better...by Design! The RAPIDAYTON JET PUMP LINE!

The new RAPIDAYTON Jet Pumps are designed to give dependable, trouble-free service. They're available now in a bigger range of sizes—all better in design and in salability. They all have one basic design, and can be adapted for either shallow or deep well service simply and easily. Use the coupon to get complete details.

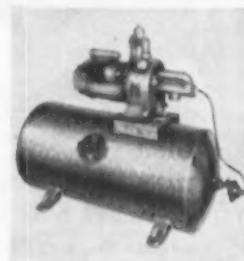
Vertical Jet Pumps—
RAPIDAYTON has a complete line for both deep and shallow wells. Vertical pumps come in sizes from 1/4 h. p. up to and including 1 1/2 h. p. Available with any size tank.



Horizontal Jet Pumps—
There's a full range of models for either deep or shallow well service. RAPIDAYTON horizontal jet pumps range in sizes from 1/4 h. p. to 1 h. p. inclusive.



Rapidayton "Package Systems"—The new line features horizontal jet pumps for both deep and shallow wells—with pump mounted on a horizontal tank when a "package system" is required.



THE DAYTON PUMP & MFG. COMPANY

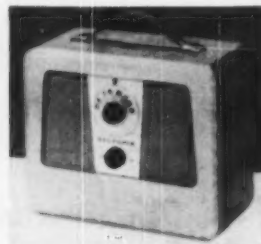
Dept. EM, 500 Webster St., Dayton, Ohio

Please send me complete details and prices on the new RAPIDAYTON Line of Jet Pumps.

NAME _____
ADDRESS _____
CITY _____
STATE _____

ELECTRICAL APPLIANCE NEWS

New Products



SYLVANIA Portable Radio

Sylvania Electric Products, Inc.,
1280 Main St., Buffalo, N. Y.

Model: No. 430L portable radio.

Selling Features: 4-tube model operates on a.c., d.c. or with batteries; weighs 5 1/2 lbs., including batteries; black simulated Morocco covering; weatherproof, washable, cane-colored basket weave plexon grille cloth.

Electrical Merchandising, Oct. 1950



PHILCO Radio-Phono

Philco Corp., Philadelphia, Pa.

Model: No. 1330 table radio-phonograph.

Selling Features: AC superhet circuit has 4 tubes plus rectifier; new Philco tube-saver resistor eliminates burnout due to power shortages; built-in loop aerial; dynamic speaker; 3-speed automatic record changer; plastic cabinet, mahogany with gold trim.

Electrical Merchandising, Oct. 1950



S-W Table Radios

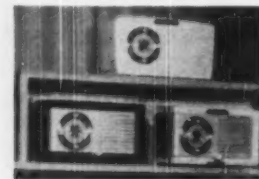
Stewart-Warner Corp.,
1826 Diversey Pkwy., Chicago 14, Ill.

Models: 9151-A and 9152-A, B and C. **Selling Features:** 9151-A AM-FM table radio has 2 built-in antennas; wide channel FM tuning; Alnico 5 PM speaker; 7 tubes, 1 rectifier; 2-tone beige and brown plastic cabinet; red translucent indicator enclosed in plastic "showcase dial."

9152-A, B and C, are a.c.-d.c. table radios with Alnico 5 PM speaker; multiloop antenna; 4 tubes plus 1 rectifier; plastic cabinets A, black; B, brown and C, brown and ivory.

Prices: No. 9151-A, \$69.96; 9152-A, \$28.95; 9152-B and C, \$29.95 each.

Electrical Merchandising, Oct. 1950



G-E Clock Radios

General Electric Co., Electronics Park,
Syracuse, N. Y.

Models: 8 new clock radios with new cabinet design and 5 colors, Nos. 510, 511, 521, 522, 515, 516, 517, 518.

Selling Features: All have "wake-up-to-music" timer features; 6 models also have automatic radio turn-off switch and "electronic servant" feature—an outlet at back of cabinet for plugging in appliances which can be operated automatically at predetermined time; all models have 4 tubes, 1 rectifier; and a G-E self-starting and self-regulating clock; large Dyna-power speaker and built-in antenna.

Prices: Nos. 510 and 511, \$29.95; Nos. 515, 16, 17 and 18, \$34.95; Nos. 521 and 22, \$49.95.

Electrical Merchandising, Oct. 1950



G-E Table Radios

General Electric Co., Electronics Park,
Syracuse, N. Y.

Models: 7 AM table radios and an AM-FM model—Nos. 400, 401, 402, 404, 405, 410 and 411 AM; No. 408 AM-FM.

Selling Features: Dial-beam tuning featured in 3 leader models—400, 401 and 411—a traveling beam of light spotlights station numerals as dial indicator is turned; plastic cabinets in brown (400), Persian red (411) and ivory (401).

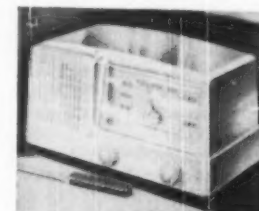
No. 410, a wood cabinet of striped mahogany veneers with contemporary styling; this model and 2 others (404 and 405) in mahogany and ivory plastic incorporate tuned 3-gang circuits.

No. 402 in mahogany plastic. Nos. 400, 401, 411 and 402 have 4 tubes and 1 tube-type rectifier.

Nos. 404, 405 and 410 have 5 tubes and one tube-type rectifier.

Prices: Models 400, 401 and 411, \$19.95; No. 402, \$24.95; No. 404 and 405, \$29.95; No. 410, \$39.95; No. 408, \$49.95.

Electrical Merchandising, Oct. 1950



Arvin



Velvet Voice Radio

You can hear the difference!

ARVIN MODEL 450-T—The outstanding 5-tube value of all time! Eye-catching beauty, ear-thrilling Velvet Voice tone! AC/DC superhet, 5 tubes including rectifier, Alnico speaker. Underwriters' listed. (Ivory finish, \$24.95)

\$22⁹⁵
(Walnut)

MODEL 451-T—Same chassis, with edge-lighted lucite dial, lucite knobs, finish-o-gold appointments, in Willow Green, Ivory, Ebony, or Sandalwood, illustrated . . .

\$27⁹⁵



This Christmas . . . feature the



most Beautiful and Complete Radio Line

Seven great national magazines are telling millions of readers about the high styling, the breathtaking beauty and prime performance of Arvin Velvet Voice Radio this fall. And in every ad, Arvin value is stressed again and again.

Make the most of this terrific selling help! Get

these beautiful Arvin Radios into your own newspaper advertising—into your windows—into your store displays! Cash in on the universal Christmas-shopping desire for top quality at a big-value price! Use Arvin's powerful displays and free mats to clinch attention—and build sales and profits!

A COMPLETE LINE OF 37 SETS FROM \$13.95 TO \$179.95



(All prices subject to change without notice)

ARVIN MODEL 481-TFM—Queen of all table model FM/AM receivers, brilliantly styled, with 8 tubes including rectifier. Straight AC circuit, 4-gang variable condenser. FM tunes easily as AM. Heavy duty magnetic speaker. Built-in AM loop antenna; FM antenna.

\$49⁹⁵
(Mahogany Plastic)

MODEL 480-TFM—In choice of 4 colors: Rosewood, Willow Green, Sandalwood, Ivory—

\$54⁹⁵

Write, wire, or phone for distributor's name

ARVIN INDUSTRIES, Inc.
Columbus, Indiana

(Formerly Noblit-Sparks Industries, Inc.)

XTRA PROFITS
MASS MARKET
ACTION
SALES



*no other line of
 appliances offers you
 all these advantages!*

BIG MARK UP for extra profit—puts more cash in your pocket.
COMPLETE LINE of table appliances—quality built for long, dependable service.
PRICED TO SELL the big mass market—with a fast turnover.
ENTIRELY NEW and up-to-the-minute in design—packed with sales appeal.

Get set for your most profitable season with a complete stock of Dominion Table Appliances.

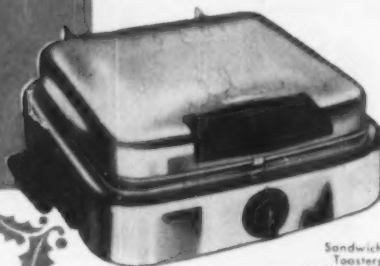
AVAILABLE THROUGH REPUTABLE DISTRIBUTORS
 ACROSS THE NATION

Dominion
TRADE MARK

ELECTRIC CORPORATION
 Mansfield, Ohio



Automatic Coffee Maker



Sandwich Toaster
 —Waffle Irons



Toaster—
 Automatic
 and Regular



Corn Popper

ELECTRICAL APPLIANCE NEWS

New Products

RECORDERS



AMPRO Tape Recorder

Ampro Corp., 2835 N. Western Ave.,
 Chicago 18, Ill.

Device: No. 731 magnet recorder.
Selling Features: Records 2 full hrs. on 7-in. dual track tape; tone control playback and an instant stop switch; for playback and an instant stop switch; weights 17 lbs.; 5 x 7 in. speaker; high fidelity; accessories include foot control; earphone; microphone and speaker extension cords; matching transformer; vinylite slip cover and auxiliary speaker; motor rewind reverses a 7 in. tape in 4 min.; manual rewind can be used to accurately spot sequences on tape; consumes 60 watts when motor is running; power output 2 watts; tape speed 3.75 inches per second.

Price: \$109.50.

Electrical Merchandising, Oct. 1950



WEBSTER-CHICAGO Wire Recorder

Webster-Chicago Corp., 5610 W. Bloomington Ave., Chicago 39, Ill.

Device: Portable recorder No. 288.
Selling Features: Newly designed "console response" sound system; improved amplifier circuit; monitoring position has been added so one can listen to actual recording as it is being made; six spools of wire can now be carried in the case. Record-O-Magic automatic controls; supersensitive microphone; burgundy leatherette-covered carrying case; weighs 30 lbs. Replaces model 180.

Price: \$149.50.

Electrical Merchandising, Oct. 1950

BERLANT Tape Recorder

Berlant Associates, 9215 Venice Blvd.,
 Los Angeles, 34, Calif.

Device: Berlant Concertone magnetic tape recorder, No. 401.

Selling Features: Instantaneous monitoring from tape while recording; separate heads for high frequency erase; record and playback; forward and reverse high speed rewind; 3 dynamically balanced motors; record level indicator; instantaneous choice of 7.5- or 15-in.-per-second tape speed; plays standard 7 in. or NAB 10 1/2 in. reels; quickly convertible to a console or portable unit.

Electrical Merchandising, Oct. 1950

HOW TO GET THE MOST OUT OF \$1,000

Gas ranges, percentage-wise and dollar-wise, produce for you the best return per \$1000 invested in any major appliance stocks.

Get out your own books—compare your gas range mark-ups with other major appliances. Consider gas ranges' greater acceptance and quicker turn-over. Look at gas ranges' lower sales and service expense. Check stock obsolescence, trade-ins and all the other profit factors. Then you will see that putting gas ranges first in your appliance displays and first in your sales effort makes dollars and sense in any kind of a market.

And here's another profit factor your books will show you—automatic gas ranges built to "CP" standards pay you as much as 30% more net return per unit sale.

Automatic gas ranges built to "CP" standards are the top profit models of the top profit lines. "CP" is the nationally recognized buying guide to automatic, clean, cool, fast, carefree cooking — the symbol your customers will look for on your sales floor.

Never before has it been so important to make top profits on every appliance you sell. Ask your gas range manufacturer to give you the facts on the gas range profit story.

**"CP" is the top buying guide and the top profit builder
in the major appliance field today and every day.**

Automatic Gas Ranges BUILT TO  STANDARDS

can be obtained under these famous trade names...

AB
ACORN
BLUE-BONNET
CALORIC
CLARE
CROWN
DETROIT JEWEL
ESTATE
GAFFERS & SATTLER
GARLAND

GLENWOOD
GRAND
HARDWICK
INGLIS-TAPPAN
MAGIC CHEF
MAYTAG DUTCH OVEN
MOFFAT-ROPER
OCCIDENTAL
ODIN BEAUTYRANGE
O'KEEFE & MERRITT

ORIOLE
PERFECTION
ROPER
SPARK
TAPPAN
UNIVERSAL
WEDGEWOOD
WESTERN HOLLY

For all types of gases, in cities, towns and on farms.

GAS APPLIANCE MANUFACTURERS ASSOCIATION, INC. • 60 E. 42nd St., New York 17, N. Y.

The \$64 Question is: **WHO HAS THE
HOTTEST DEAL
OF THE DECADE?**

NOW RCA VICTOR



**THIS
TO SELL**

THE BONUS DEAL gives your customers top value for their money—gives you extra opportunities to sell records and instruments. Bonus Book given with each 45J brings customer back to your store every month for five months to select his bonus "45" record for that month. It gives you five extra chances to sell the same customer.

**BOTH FOR
\$12⁹⁵**



And the Answer is: **YOU
HAVE!**

GIVES YOU...

**PLUS THIS
TO SELL IT!**

RCA Victor Presents

**"The \$64
Question"**
(TAKE IT OR LEAVE IT)

STARRING
JACK PAAR

NBC

Beginning September 10th,
America's best-loved Quiz
Show goes to bat for **YOU**
and RCA Victor Products!

Now RCA Victor adds to its line-up
of top advertising power the extra
smash of the radio show that's be-
come part of America's language—the
famous, the one-and-only "\$64 Question"
(Take It Or Leave It). A top
deal and a top show—equal top profits
for **YOU!**

**GET IN ON
THE BONANZA!**

Ask **NOW** for Special Tie-In
Merchandising Material to Link
Your Store With the Power of
"The \$64 Question"!

AND—ON TV—"Kukla, Fran & Ollie" Mon. and Fri., NBC-TV Stations

Plus special LIFE Magazine campaign and local newspaper support

Meet your **BIGGEST** salesman
Covers out-of-town customers
with electricity

like a local newspaper

The nation's largest farm magazine,
the largest magazine of all
where half the families
of America live!

Farm Journal

October issue in more than 2,850,000 homes September 18th

Manufacturer, salesman or dealer, you'll profit
by knowing how many sales calls **FARM JOURNAL**
makes where you want them made. Write us for
valuable data about your own territory (State
and County). Address: **Farm Journal, Inc.,**
Dept. E 6, Philadelphia 5, Pa.

NEW POSITIONS

Westinghouse Electric Corp.



FRED S. MCCARTHY

Fred S. McCarthy has been made sales promotion manager for the television and radio division of Westinghouse Electric Corp. He was formerly with Philco Corp. and Jones and Frankel Co. McCarthy will be in charge of promotion, with special emphasis on field activities assisting Westinghouse distributors.

Named to posts in Westinghouse's electric appliance division are J. V. Russell, as district appliance manager, and Edward K. Solomon, as district appliance sales promotion manager in the southeastern office at Atlanta. Mr. Russell, with the firm since 1937, has been sales promotion manager of the southeastern district since 1940. Mr. Solomon has been sales promotion manager since 1947 for WESCO's Carolinas appliance sales division.

Whirlpool Corp.



FRANKLIN T. GRIMES

Franklin T. Grimes has been named sales promotion manager for Whirlpool washers. He was formerly with State Distributing Co., Milwaukee, and Lone Star Wholesalers, Dallas, and had also been with Bendix.

J. V. Baxter has been named regional sales manager for Whirlpool's southwest territory. Baxter, who was formerly with Servel, Inc., will have headquarters in Dallas.

Tele King Corp.

Edwin Weisl, Jr., has been made advertising manager of Tele King Corp. He was formerly with Caldwell-Clements, Inc.

O. A. Sutton Corp.



FRED KATHIS

Fred Kathis has been made manager of advertising and sales promotion for O. A. Sutton Corp. He has been with Sutton since 1947. Prior to joining Sutton he was with Procter and Gamble.

Domestic Sewing Machine Co., Inc.

Three new district managers have been appointed by Domestic Sewing Machine Co., Inc. A. E. Bagley, formerly manager of the south Atlantic district, is the new manager of the Cleveland district. Replacing him in the south Atlantic district is O. Pat Matthews, who has been with Knapp-Monarch Co. Howard Denny will take charge of the north central district.

Bendix Home Appliances, Inc.



W. A. MacDONOUGH

W. A. MacDonough has been named merchandising manager for Bendix Home Appliances, Inc. MacDonough comes to Bendix from Coolerator Co., where for two years he has been advertising and sales promotion manager. Before that, he was a sales executive for the home appliance division of General Mills.

Bendix Radio

Martin Rothman, formerly with Varicon Corp. and Far East Industries, has been named Bendix district merchandiser for northern New Jersey, and will operate from offices in Cliffside, N. J. Ed Nisberg, who has been with General Utilities and Midwest Sales, will cover northern Illinois with offices in Chicago.

Shopper-Stoppers... Designed by Handyhot for Fast Turnover in Your Store!

Handyfreeze One Quart Electric Ice Cream FREEZER



Cat. No.
2201
\$18⁹⁵

★ A totally NEW kitchen appliance. Beautiful — with white plastic tub and chrome motor housing. Convenient — makes ice cream whenever needed, easily, electrically, using ice cubes from standard refrigerator. (Standard 4 qt. and 6 qt. models also available.)

Handyhot Quality Appliances

are great traffic builders. They offer every housewife the means of saving time and work during the course of her day's activity. Handyhot appliances are "wanted" items in every home, by every customer you sell. Count on their "Buy Appeal" with your trade. These superbly designed products are the ultimate in convenience and utility at popular prices. Stock them, display them and watch them make fall and winter sales for you. See Your Handyhot Distributor today!

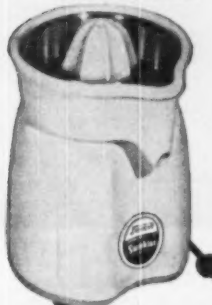
Handyhot Portable Electric WASHER



Model
2601
\$39⁹⁵

★ Set It! Forget It! Shuts off automatically when clothes are washed. Hot laundering time-guide for various fabrics — stainless steel tub 7 gal. capacity holds three pounds of dry clothes.

Handyhot De Luxe JUICIT (Approved by Sunkist)



Cat. No.
2701
\$21⁵⁰

★ Porcelain roomer—special stainless steel strainer excels at high speed—strains and extracts all the fresh juice quickly and easily. Convenient on-off switch—AC only.

Handyhot Electric CORNPOPPER



Model
2101
\$6⁹⁵

★ Pops corn in cooking oils without stirring. No oil needed when removable agitator is used. Has many other home uses: as utensil to heat soups, vegetables or to make candy, and as deep fat fryer. Full heat resistant glass cover allows watching while cooking. Pepper bowl is of heavy gauge, polished aluminum. Black plastic handles on popper bowl. Separate sleeve with easy grip handles permits use as table stove for coffee-maker or small pots and pans. Removable cord set. AC-DC—400 Watts—115-Volts.

Handyhot Automatic PERCOLATOR



Model
1904
Zone 1
\$12⁹⁵
Zone 2
\$13⁹⁵

★ Beautiful new completely automatic percolator has full 8 cup capacity... changes automatically from high to low heat when brewing is finished. Keeps coffee constantly at proper serving temperature. Aluminum finish with contrasting black plastic handle. AC only — 600 Watts.

Look For the
Gingham Package!
It identifies Handyhot's
Complete Line—Backed by
45 Years of Manufacturing
Experience.



Handyhot Quality Appliances

WORLD'S LARGEST MANUFACTURER OF PORTABLE WASHERS
Chicago Electric Manufacturing Company
Chicago 38, Illinois

SEE YOUR
HANDYHOT
DISTRIBUTOR
TODAY!

**smart NEW package
to help you
to quick profits**

Everhot AUTOMATIC ELECTRIC BLANKETS



ONLY
EVERHOT
HAS THE
Comfortrol

Beautiful gray plastic exterior with on-and-off switch and large temperature selector dial. All component parts mounted on shockproof metal. Each dial position is automatically illuminated. Adjustments can be made by sight, sound or touch in the dark.

Cat. 922-72" x 86" Dual control, full size blanket. Warmth of each half of blanket may be regulated separately if desired. Retail price \$49.95.

Cat. 921-72" x 86" Full size blanket. Single Comfortrol. Retail price \$42.95.

Cat. 923-66" x 86" Twin size blanket. Single Comfortrol. Retail price \$39.95.

All models available in Desert Rose, Jupiter Blue, Berkshire Green.

**With exclusive new Therm-o-loom
...an entirely new blanket textile,
luxuriously soft...a joy to launder**

Something new—something beautiful to add fresh eye appeal... keen customer acceptance to the always popular Everhot electric blankets!

Here's a package to stop traffic when used for window or counter displays. A package that shows the product to advantage... will help you to quick, profitable sales. Has sharp gift appeal... handles well for delivery... It's all ready to help you break previous fall electric blanket records! For early delivery on Everhot electric blanket line see your Everhot distributor, or write or wire us. The Swartzbaugh Manufacturing Company, Toledo 6, Ohio.

SINCE 1884 **Swartzbaugh**

OF TOLEDO

NEW POSITIONS

Thor Corp.



DANIEL J. BALES

Daniel J. Bales has been named sales manager of Thor's sink division. He joined Thor in 1949 as assistant sales manager of the division. He had previously been active in Chicago area real estate and home building.

Timken-Detroit Axle Co.



T. A. CRAWFORD

T. A. Crawford, general manager of the Timken Silent Automatic division, has been elected a vice-president of the Timken-Detroit Axle Co. He has been with the firm since 1926, beginning as a retail oil burner salesman. He has been general manager since 1944.

Five new district managers for the Timken Silent Automatic division have been named. They are: Thomas McClure, Jr., northern Indiana; R. J. Mackay, western New York; H. J. Vaughn, western Pennsylvania; John Meiners, Jr., southern Indiana and Kentucky; and E. S. LeMoine, eastern Canada.

Capehart-Farnsworth Corp.



J. WILLIAM COSTELLO

J. William Costello has been named sales promotion manager for Capehart-Farnsworth Corp. He was previously sales promotion manager for GESCO, Hartford, and prior to that had been with E. I. duPont de Nemours and Co.

William H. Rinkbach has been named sales research manager for Capehart-Farnsworth. He was previously with Philco Corp.

Lewis W. Reynolds has been named manager of the firm's Atlanta region. He was formerly with GESCO, Atlanta.

A. O. Smith Corp.

H. L. Bilsborough has been placed in charge of A. O. Smith water heater sales in the West Coast states with headquarters in Los Angeles. He was formerly assistant marketing director of the company's domestic water heater division.

Murray Corp. of America

Mark W. Battersby has been appointed district sales manager in the Pacific Northwest for the home appliance division of Murray Corp. of America. He was formerly sales manager for the Trim-Set Corp., Seattle.

John Oster Mfg. Co.



GEORGE M. DOUMA

George M. Douma has been named sales manager for the electric housewares division of the John Oster Mfg. Co. Douma has been with Nesco, Inc. for the past six years as sales manager of the firm's electrical division. Oster sales management activities have been divided into two separate operations, with R. F. Maresh as sales manager for the barber and beauty supply and the specialty products divisions. Mr. Maresh has performed these functions for 25 years.

Easy Washing Machine Corp.

Ronald O. Fitzgerald has been appointed regional sales manager for the Easy Washing Machine Corp. and will be in charge of the newly-formed division covering Arkansas, Alabama, Florida, Georgia, and Tennessee. Mr. Fitzgerald was previously district sales manager for Syracuse and New York.

Greatest Profit Opportunity of the Year!

SENSATIONAL NEW

Capehart

CX-33 CHASSIS

**Easy
Accessibility
Simplifies
Servicing!**

**CUTS
COSTS!**



The new CX-33 chassis is super-powered... revolutionary! This 23-tube chassis features incomparable long-distance reception—extends the operating range of the transmitter—opens up new markets for you. Gives interference-free operation, increased sensitivity on all 12 channels, and positive control of all functions. Sound is automatically synchronized with picture.

OUTSTANDING FEATURES!

- 1** High voltage supply unit—located for easy servicing and complete safety. Fuse protected.
- 2** Picture centering system—for easy adjustment.
- 3** Hinged safety door—for easy servicing.
- 4** Locking device for centering control—prevents tampering.
- 5** Horizontal hold, linearity and drive controls—positive and fast-acting.
- 6** Palatona phasing switch—convenient adjustment for best reception.
- 7** Standard tuner—engineered to Capehart specifications.
- 8** Control knob—easily removed for access to oscillator adjustments.
- 9** Service control panel with removable plate—for easy front-end adjustment.
- 10** Picture tube and safety glass—removable from front without removing chassis. Easy to clean—easy to service.



CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana

An Associate of International Telephone and Telegraph Corporation

Superflame's

AMAZING OFFER IS BREAKING
ALL SPACE HEATER SALES RECORDS
NOW!

You Give
A \$34.95 **Superfan**
WITH A **Superflame**
OIL or GAS HEATER
or FLOOR FURNACE!
(SELLING FOR OVER \$59.95)

Superflame
DEALERS REPORT
"Gift Superfan" OFFER
BIGGEST MONEY-MAKING
PROMOTION EVER STAGED!

Superfan
A FORCED AIR HEATING SYSTEM
FOR YOUR CUSTOMERS NO CHARGE!

Superflame dealers again scoop all competition with this irresistible offer! This amazing promotion means that you can offer your customers: ... (1) A Saving of \$34.95! ... (2) The world's most versatile air circulator AS A GIFT! No wonder it's the greatest heating appliance promotion of all time. Dealer reports prove that it means easier sales, faster sales and MORE NET PROFIT for you!

COMPLETE ADVERTISING AND
SALES KIT FURNISHED

The SUPERFLAME "Gift Superfan" promotion is completely planned for you. No red tape! No complicated details! You, too, can set new sales and profit records with SUPERFLAME!

QUEEN STOVE WORKS, INC., Dept. E10
ALBERT LEA, MINN.

I want to know all about this sensational "Gift SUPERFAN" offer. Please rush full details and name of my nearest distributor.

Firm Name.....

Address.....

City..... State.....

By (name).....

SPECIAL MESSAGE
TO ALL OIL OR GAS
HEATER DEALERS:
Extra profits are
yours with SUPER-
FLAME! Don't waste
time with slow
movers. Sell the Super-
flame line—the
line of great trans-
formers! Write or wire
today for details of
this super-sensational "Gift Super-
fan" offer!

NEW POSITIONS

Nesco, Inc.



EUGENE BLUMENSCHN

Eugene Blumenschein has been appointed sales manager of the electrical division of Nesco, Inc. He has been Chicago district manager in the housewares division of Nesco for the past 14 years. He will be assisted by James Dodge, who has been named assistant sales manager of the electrical division.

Voss Bros. Mfg. Co.



F. T. PETERSON

F. T. Peterson has been named sales manager of Voss Bros. Mfg. Co., succeeding S. J. Cope, who has resigned. John C. Voss, former service manager, has been made assistant to Peterson.

Norge Div. Borg-Warner Corp.

Three changes in key personnel have been announced by the Norge division of Borg-Warner Corp. John A. Drake has been named director of marketing. He has been with Norge for 20 years, formerly as manager of market research. Glenn T. Thompson, manager of business services with Hotpoint, Inc. for 17 years, comes to Norge as manager of market analysis. Preston L. Kelsey, for 20 years with R. L. Polk Co. as vice-president scheduling production, is the new manager of product coordination.

Stromberg-Carlson Co.



T. R. MATHEWS

T. R. Mathews, active with Stromberg-Carlson since 1945, has become the firm's distributor manager. Mr. Mathews was formerly sales engineer for Hobart Mfg. Co. Recently he has served Stromberg-Carlson as western distributor manager.

American Central Div., Avco Mfg. Corp.



G. F. KEETON

G. F. Keeton, formerly vice-president of Tele-Appliance Co., has been appointed manager of field sales for American Kitchens with the American Central Division, Avco Mfg. Corp.

Rutenber Electric Co.



CHARLES J. THOMAS

Charles J. Thomas has been appointed sales manager of the Rutenber Electric Co. He has been with the firm since 1935.

International Harvester Co.

Russell L. Dethmer has been made regional refrigeration representative for International Harvester's north-west region. He joined the firm in 1935 and since early this year has been assistant district manager at Sioux Falls, Ia.



Ask for Family Circle!

SOLD BY 12 LEADING GROCERY CHAINS

| CHAIN | STORES | CIRCULATION GUARANTEE |
|----------------|--------|--------------------------|
| Albers | 58 | 30,000 |
| American | 1600 | 290,000 |
| Bohack | 281 | 50,000 |
| Dixie Home | 137 | 20,000 |
| First National | 1010 | 240,000 |
| Grand Union | 284 | 65,000 |
| Jewel | 155 | 55,000 |
| Kroger | 2130 | 500,000 |
| Red Owl | 702 | 55,000 |
| Safeway* | 2106 | 965,000 |
| Weingarten | 25 | 25,000 |
| Winn & Lovett | 170 | 60,000 |

*Six editions: California, Mountain, Midwest, New York, Northwest, Washington-Richmond. Canadian circulation not sold as a unit.

The housewives who read Family Circle magazine are the same housewives who shop in your neighborhood! Proof? Take a look at the list of chains on the left. If one of these chains has a store in *your* sales center then you *know* that Family Circle reaches your best prospects—the housewives who live and shop in your neighborhood.

Month after month, Family Circle reaches a higher percentage of housewife readers than any other leading women's service magazine! And that's why Family Circle is one of the best magazines for advertising home equipment. Another reason: Family Circle carries more articles on appliances and home equipment than any other leading women's service magazine.

So, if you want more *housewives* in your neighborhood to shop in *your* store—ask your manufacturers for advertising support in Family Circle.



FAMILY CIRCLE DISPLAY CARDS identify your products with the magazine edited specifically for housewife shoppers!

Family Circle

25 West 45th Street, New York 19, N. Y.

2,300,000 CASH-AND-CARRY CIRCULATION IN 8,655 SALES CENTERS

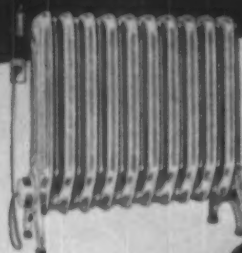
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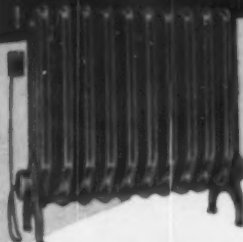
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SAFEST

SUPPLEMENTAL HEATERS
EVER BUILT!

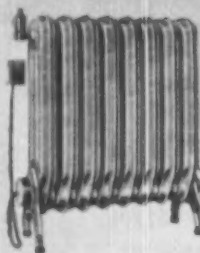
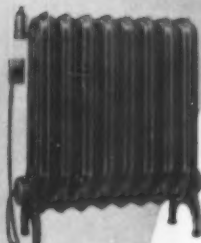


Electresteen
TEN SECTION
FOR LARGE ROOMS
IVORY OR WALNUT
FINISH
\$39.95
RETAIL

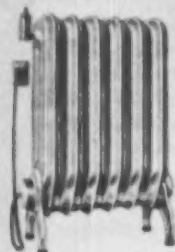
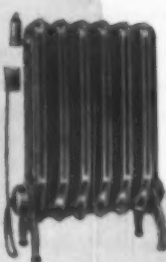


2 WAYS SAFE!

Electresteen
EIGHT SECTION
FOR AVERAGE SIZE
ROOMS, IVORY OR
WALNUT FINISH
\$34.95
RETAIL



Electresteen
SIX SECTION
FOR VERY SMALL ROOMS
IVORY OR WALNUT
FINISH
\$29.95
RETAIL



• SAFE FOR YOUR CUSTOMERS

Would you sacrifice safety in your home for instant—but dangerous radiant-type heat? Then why sell danger to your customers? They, too, want *safe* heat—the type provided by Electresteen—the original steel electric steam radiators. No exposed wires, elements or flame that might cause painful burns. No gas to cause worry of possible monoxide asphyxiation.

True, one Electresteen won't heat a ball room—just as one fan won't cool a ball room. But an Electresteen produces more safe heat for less money than any heater on the market.

• SAFE FOR SALES AND TURNOVER

Dramatic ads in LIFE, LADIES' HOME JOURNAL and LOOK this year . . . 40,000,000 will read about—want to buy. You'll sell your Electresteens early. Order now!

Electresteen
PORTABLE ELECTRIC STEAM RADIATORS



IT'S EASY TO SELL ONE OF THESE "SEXTUPLETS"

for any room that's **HARD** to heat

- Homes
- Offices
- Shops
- Theater Ticket Booths
- Doctors' Examination Rooms
- Motels
- Cabins
- Apartments
- Hotels
- Hospitals
- Watchman's Shanties



Standard
10 to 24 HOUR
VAPORIZERS **\$5.95**



Deluxe
10 to 24 HOUR
VAPORIZERS **\$6.95**



8 BABY-BOTTLE
STERILIZERS **\$7.95**



BABY CHEF, JR.
BOTTLE WARMERS **\$1.99**

ELECTRIC STEAM RADIATOR CORP.
1 ELECTRIC AVENUE
PARIS, KENTUCKY

In Canada Write Electric Steam Radiator Co., Toronto, Ontario

NEW POSITIONS

White Sewing Machine Corp.



S. P. McCHESNEY, JR.

Samuel P. McChesney, Jr. was recently appointed advertising director for White Sewing Machine Corp. He was formerly with the *American Weekly*.

Sylvania Electric Products, Inc.



E. H. ULM

E. H. Ulm, formerly sales engineer for the electronics division of Sylvania Electric Products, Inc., has been named merchandising manager. Ulm joined the staff of the electronics division in 1945 as a sales engineer. Prior to that he had been associated with the field engineering force of the radio division of Western Electric Co.

Scott Radio Laboratories, Inc.



L. M. SANDWICK

L. M. Sandwick has been elected vice-president and general sales manager of Scott Radio Laboratories, Inc. He has been merchandising manager for Scott and for many years has served the electronics industry.

It's Still True!

Arvin

**DISPLAYS and
40% DISCOUNT**
are yours without placing
a trainload order!.....



Meet Arvin Annie, Star Salesman

Arvin Annie is the new identifying symbol for Arvin Electric Housewares. Cute as a button and fresh as paint, she gets attention wherever she goes. Annie is being introduced to millions of housewives in a smashing color page in the October issue of Ladies' Home Journal.

The Arvin Annie display of seven pieces

including a big colorful window streamer is free and prepaid to registered Arvin dealers. If you haven't received yours, mail the coupon below, and put your Arvin Annie display in your windows and on your counters now. Identify your store with the powerful Journal advertisement and get extra volume, extra sales and extra profits.



Arvin Annie

Electric Housewares Division

ARVIN INDUSTRIES, Inc., Columbus, Indiana

EM

Gentlemen: I'm an authorized Arvin dealer selling the following Arvin products

Please rush me a complete Arvin Annie display for my windows and counters.

Name

Store Name

Street Address

City

Zone

State

Only Westinghouse has all 3!



Now that Westinghouse has taken the wraps off a brand-new Electric Blanket, only Westinghouse dealers can offer a complete selection of all 3 types of electric bed coverings. You can offer this selection, Mr. Dealer, with only 7 items! Why only 7? Because that is all it takes to offer customers:

1. A Choice of All Types
of electric bed coverings.
2. A Choice of Colors
in Blankets . . . and Comforters.
3. A Choice of Use
on double or twin beds.
4. A Choice of Controls
either single or dual Blanket Controls.

(Blanket Controls are packed separately to give you this flexibility without doubling your inventory.)

YOU STOCK ONLY 7 ITEMS
to sample and display the complete line!

WESTINGHOUSE ELECTRIC CORPORATION
Appliance Division Mansfield, Ohio
Plants in 25 cities . . . Offices everywhere

4 PROFIT-REASONS

WHY IT PAYS TO STOCK AND SELL WESTINGHOUSE ELECTRIC BED COVERINGS

- ★ The only complete line: Electric Blankets, Electric Comforters, Electric Sheets
- ★ Minimum inventory—only 7 items
- ★ Selling features not found in any other line
- ★ A line with a price range for every purse

**CALL YOUR LOCAL WESTINGHOUSE DISTRIBUTOR
NOW! STOCK UP IN TIME FOR THE BIG
SELLING SEASON AHEAD!**

**YOU CAN BE SURE...IF IT'S
Westinghouse**



NEW POSITIONS

Emerson Radio & Phonograph Corp.



JOSEPH KATTAN

Joseph Kattan has been named distribution manager of Emerson Radio & Phonograph Corp. He will continue as vice-president of Emerson Radio Export Corp. In his new position he will concern himself with the administration of the sales and advertising programs and budgets, sales forecasts, line planning and distributor performance.

Youngstown Kitchens

Seven new regional sales managers have been appointed by the field sales organization of Youngstown Kitchens, division of Mullins Mfg. Corp. William Barnett, Jr., who formerly headed the Youngstown division of South Texas Appliance Co., has taken over a territory including San Antonio, Houston, Dallas, and Fort Worth. Charles Ferguson has been advanced from the factory order department to the regional management in Buffalo, Rochester, Albany and Binghamton. Harry Heckathorn, Jr., formerly in the kitchen division of McWhorter, Weaver Co., Nashville distributor, is now Youngstown regional manager in St. Paul, Duluth, and Billings. Rexford Julian, previously of the sales staff, has been promoted to regional manager in Detroit, Lansing, Grand Rapids, Toledo, Indianapolis, and South Bend. Howard Kroske, who headed the Youngstown division of Marshall-Wells Co., Seattle, now is the Youngstown representative working with Marshall-Wells branches in Seattle, Portland, and Spokane. Charles A. Morrow, Jr. is a regional manager in Philadelphia and New York, having worked as a kitchen salesman for Weiss and Besserman Co., Inc., exclusive Youngstown distributors in New York City. Howard Schryver, previously assistant sales training director for Youngstown, has been named regional manager in San Francisco, Fresno, Reno, and Salt Lake City.

Starrett Television Corp.

William Thibadeau has been named regional sales manager for the Starrett Television Corp. Formerly with Crosley, Thibadeau will be in charge of territory including upper New York, western Pennsylvania, and New England.



"Joe's O.K. He's one of us..!"

What does he mean—"One of us"?

You know what he means. Joe spells his name right. His religion is right. His folks come from the right part of the world.

Yes, maybe Joe is O. K.

But the fellow who says "He's one of us"—that fellow isn't O. K. He's intolerant. Blind, unreasoning prejudice makes him think he's better than somebody else.

In your employ there may be some prejudiced folks like this. They may work for you . . . but they don't work *together with others* for you. Not very well they don't. And you ought to do something to show them

how wrong they are. You ought to do it for America's sake . . . for your own sake.

The Advertising Council is asking you to join hands with it in promoting *fair play* to all regardless of race, religion or national origin.

Display one of these posters in your office or your factory. Let men and women of good will know that there are other men and women of good will who believe as they do.

Help make yours a more friendly community in which more personal and direct methods may flourish and take root.

It will serve you while it serves America.

Post these
messages in
a public
place!
Copies are
FREE!



write to
THE ADVERTISING COUNCIL, INC. • 25 W. 45TH ST., NEW YORK 19, N.Y.

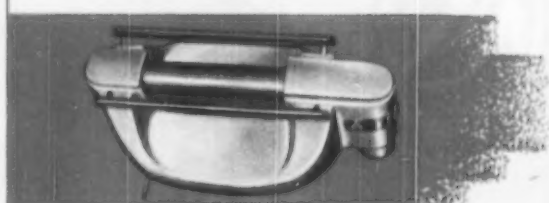
A non-profit organization representing all phases of advertising, dedicated to the use of advertising in public service.
Accept or reject people on their individual worth.

Laundry Queen

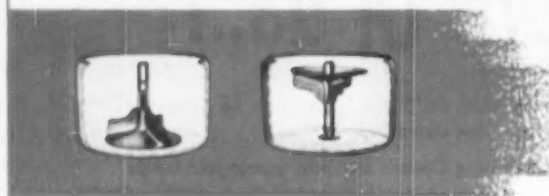
By
AutoMatic
WASHER



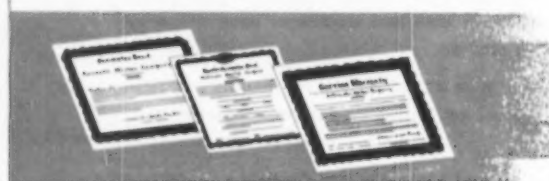
1-2-3 and the Sale's Made!



- 1. SENSATIONAL WRINGER.**
Laundry Queen's great new Full-View. Full visibility... Light Switch Control... One-piece aluminum cover.



- 2. INVERTIBLE AGITATOR.**
Laundry Queen's exclusive Duo-Disc. Loaded with sales appeal that customers can see.



- 3. TRIPLE GUARANTEE.**
Exclusive with Laundry Queen. A fast and sure sale closer!

Plus... a complete line—wringer or wringerless



Automatic Washer Company
NEWTON, IOWA

Service with a System

CONTINUED FROM PAGE 63

the few concerns in town to which the public turns when service is needed. Last year the company handled 9,623 jobs, of which 5,492 were brought in to the store and 4,131 required outside calls.

Specialization Cuts Costs

The effect has been to build up pay service in relation to warranty jobs which must be handled anyhow, and thus to better the profit showing of the department. Because the volume of business handled is so great, the service personnel can be specialized. At present there is an expert on refrigeration, one on automatic washers, one on wringers alone, a man who devotes his entire time to small appliances, and another on radio. These men come to know their appliances perfectly, so that they can save time which would be lost if they were to be confronted each time with a strange problem which must be studied out before the proper remedy can be applied. Best of all, of course, is the reputation for service which the firm builds up in the mind of the customer. The individual who has turned to Urner's for service on an appliance bought elsewhere is apt to shop next time where he is sure of being taken care of. The impressive parts department and the extensive service set-up are credited by the salesmen with clinching many a sale.

Making Parts Pay Their Way

The problem of parts has been solved long ago by Urner's by making this department a paying part of the business. They sell parts at retail to people who want to do tinkering for themselves on their own appliances—and they carry such stock for other dealers, operating this department on a profit making basis. The firm's service department thus becomes merely one of the best customers of the parts division and need not add an additional burden of overhead for the unproductive money usually tied up in such stock. A margin of from 40 to 50 percent on parts has been found necessary to make a profit—and mark-ups are of this order. Incidentally, the brothers feel that manufacturers frequently charge far too much for parts. In some instances, where two or more firms use exactly the same items in their assemblies, quotations on the identical part may vary from \$1.74 to as much as \$4.65, without any apparent reason for the discrepancy. Their wide coverage of parts and knowledge of the field enables Urner Brothers to buy at the best price in almost every instance.

Reject Unsuitable Jobs

Although the firm offers an unusually wide range of service, they do not attempt to handle jobs for which they feel their shop is not fitted. This, says Phil Urner, is particularly important for the dealer who wishes to keep the costs of his service work low. Nor does the firm attempt to make by hand substitute parts which are not available in their stock. Such a

job, they feel, is never quite satisfactory and the cost to the customer must be high, because of the amount of labor involved. From the standpoint of the shop, the repair man might have been handling a dozen jobs in the same time, each one of which might have made a profit. The firm takes care of all appliance lines they have ever sold, regardless of where the appliance was bought, and will handle any other items for which the shop is equipped, but is frank in turning aside jobs on major equipment in which their men are not specialists.

Limit Field Service

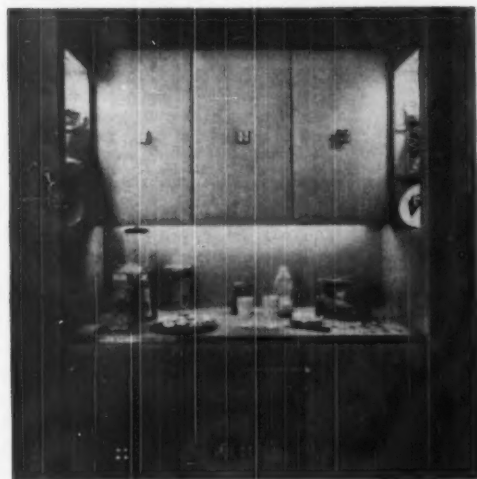
A primary division is made between jobs handled in the shop and those which must be taken care of in the home. Wherever possible the repair work is done in the shop. The reasons for this are two. In the first place, the customer gets a more accurate and complete job done in less time if all the tools and conveniences of the shop are available and, secondly, a greater efficiency in the use of time can be secured by bringing all jobs together, with workers directly under the supervision of the shop foreman. Wherever possible, therefore, jobs are picked up and brought in rather than handled in the home. The large number of jobs handled makes pickup and delivery costs loom up as a factor of less importance when balanced against the greater efficiency of time and better workmanship of shop work. A charge of \$1 is made for transporting a washer each way, but even so the final bill is frequently less for the customer than work in the home would have been. Of course, where a repair is minor and an appliance large, or where an emergency job is called for, the work is handled on the spot. As it is, two to three service men are kept busy on truck service and more may be required as the volume of automatic washers, electric ranges, disposals and other permanently installed appliances increases. Satisfactory service men capable of handling field work are hard to obtain. Experts are more easily developed in the shop, where a foreman's supervision can supplement other training.

Customer O.K. Prevents Trouble

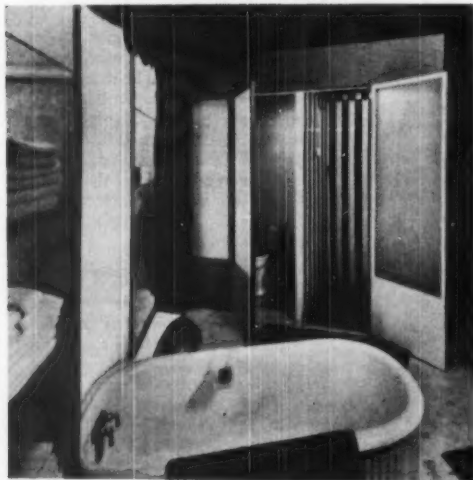
One of the primary rules of Urner's service department is to secure customer O.K. on the price before any work is done on the appliance. On small appliances a flat schedule of prices can be established and costs quoted at the time the article is received. Larger items must sometimes come into the shop for examination before a price can be set. Whether in the shop or in the home, however, the customer is always notified of the cost and approval received before work is begun. If anything unexpected comes up, a second call is made before continuing with the job. When the repair job is delivered the customer signs a receipt to the effect that the article has been received and is operating.
(Continued on page 176)

REMODELLING WITH LIGHTING

What can you do to modernize an old-fashioned, high-ceilinged house? Plenty, says Sylvania Electric Products, Inc., which produced these ideas to prove it



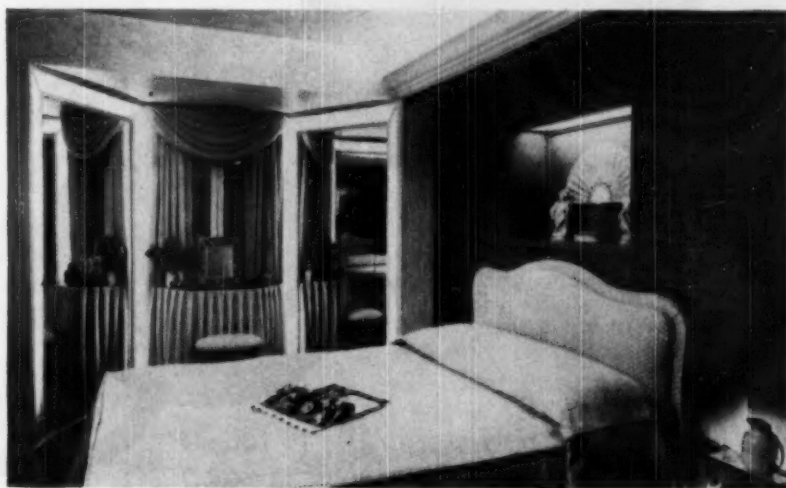
SNACK BAR was built to show how second floor alcove could be made useful, but lighting ideas are equally applicable to kitchens. Small refrigerator is concealed by counter doors.



IDEA for re-doing the bathroom: old fashioned tub has been wrapped with glass fiber material behind which are fluorescent tubes. Towelracks are lighted.



LIGHTING FEATURE of Sylvania's TV-Sitting Room is the 13-inch deep cave on the far wall which contains two rows of standard 40-watt fluorescent tubes which furnish 10 footcandles of light—just enough to watch the built-in television set in comfort.



CONCEALED LIGHTING is part of the decoration in the master bedroom. Glass panels on either side of dressing table are closet doors. Fluorescent strips behind frosted glass on three sides of the doors give 25 footcandles of light.



BOYS' BEDROOM looks too neat to be real, but small fluorescents above each wall niche make toys easy to find, and add a decorative effect. Student desks at each end of the beds use incandescent table lamps with 200-watt bulbs.



Rumors or facts?

**You get the FACTS
when you call Graybar**

The appliance field today is buzzing with questions about shortages . . . doubts about what the situation will be next month or next quarter. And so there are lots of *rumors*.

Don't go by the rumors. Get the available *facts* by calling the Graybar office nearest you. As a distributor of well-known lines of all kinds of appliances, throughout the nation, Graybar is constantly in touch with their manufacturers—thus

has the best possible knowledge of the appliance situation today, and the outlook for tomorrow.

Graybar values your good will and won't risk it by giving you false or "scare" information. We want to help you. So we take the long-range view of your business—just as you yourself must do in order to prosper.

That's why you're sure of getting the *facts* when you call Graybar.

5095

Appliance Department
GRAYBAR ELECTRIC COMPANY, INC.
In over 100 principal cities
Executive Offices: Graybar Building, New York 17

Profitable lines...plus long-range help



Service with a System

CONTINUED FROM PAGE 174

ing satisfactorily. These two precautions save a lot of argument and possible dissatisfaction.

Warranty work, the headache of most service departments, is charged properly against the new equipment for which the service was rendered. Every effort is made to keep such service calls at a minimum by instructing customers fully in the proper use of the appliance at the time it is purchased. Because washing machines make up the greatest burden, special attention is given to post-sale home service calls and to continuing instruction for the owner. Besides advice on not overloading the machine, housewives are cautioned to avoid soap curds from hard water by using water softeners and detergents and also not to use too much soap. In the case of conventional machines, they are told that wringer rolls should be separated when not in use, and the agitator removed and washed after use. Water valves should be shut off after use, especially if there is dirt or sand in the water supply. They are also cautioned against having too many appliances on a circuit or using too long a cord.

Keeping the Men Busy

One important item in cutting service costs is to make every minute of the service men's time effective. For this reason a backlog of used appliances is kept always on hand so that whenever free time is available it can be used to recondition trade-ins. The manager of the used-appliance department keeps an eye on this work and sees to it that a balance is kept between the salesmen and the service department to provide a stock which can be sold at a profit. A warranty is given with each reconditioned appliance.

One record which is frequently overlooked is a careful charge made against the service department itself for warranty work on used equipment—that is to say, repair jobs which may not prove satisfactory in use and have to be done over, or reconditioned appliances which have failed before the time payment period is completed. Every effort is made to keep this figure at a minimum. Tests are made in the shop of every appliance before it is allowed to leave and conferences of the service staff take up every failure reported and analyse its causes in order to prevent repetition.

Expert Service Staff

The 14 men in the service department are constantly adding to their knowledge and ability. Product instruction provided by the manufacturers is eagerly sought and studied. Regular meetings of the service staff are held, at which difficulties met by one are brought to the attention of all and good ideas exchanged. Men are paid on a salary basis, plus bonuses based on volume of work handled, a method which keeps everyone on his toes and helps to provide better and cheaper service. *End*

NEW SUBSCRIPTION ORDER CARD

Enter my new subscription for ELECTRICAL MERCHANDISING for 3 years for \$4. I'll send money on receipt of your bill.

PLEASE PRINT NAME _____ Position _____

STREET ADDRESS _____

CITY _____ Postal Zone _____ STATE _____

COMPANY NAME _____

Our business is _____

Above rates are for U. S. and U. S. possessions ONLY.
CANADA: \$4 ☐ 1 year... \$6 ☐ 2 years... \$8 ☐ 3 years (payable in Canadian or U. S. funds).
LATIN AMERICA: \$5 ☐ 1 year... \$8 ☐ 2 years... \$10 ☐ 3 years.
OTHER COUNTRIES: \$15 ☐ 1 year... \$25 ☐ 2 years... \$35 ☐ 3 years.

10-90

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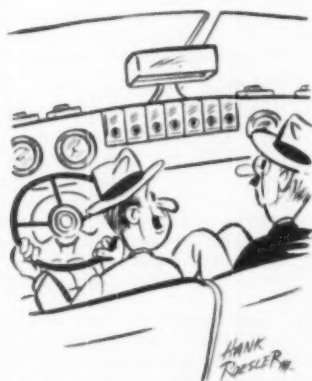
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10-90

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"I SWIPED IT OFF THE OLD LADY'S ELECTRIC STOVE—IT'S MUCH BETTER THAN MY OLD DASH."

better living, will be 582 ultra-modern Roper Gas Ranges—enabling every homemaker to enjoy fast, clean, thrifty, perfect cooking.

And playing its part on every Roper unit—maintaining oven cooking temperatures exactly as desired—will be Wilcolator Oven Heat Control.

For WILCOLATOR has been specified

ROPER GAS RANGE
MODEL 50-7306



SOME WELL KNOWN GAS RANGES USING WILCOLATOR FOR PRECISION CONTROL

| | | |
|---------------|-----------|---------------|
| Autocrat | Garland | Real Host |
| Coleman | Grand | Roper |
| Copper-Clad | Hardwick | Royal Rose |
| Crown | Hart | Tappan |
| Detroit Jewel | Kalamazoo | Universal |
| Enterprise | Maytag | Welbilt |
| Estate | McClary | Western Holly |
| Florence | Norge | Wincrest |
| | Priser | |



re sched-
Manhattan
rated by
any—be-
ag among
promoting

by Roper because it means precision cooking at a touch of the finger tips . . . assures time-saving and economy too, since the exclusive Wilcolator "Uniflow" valve permits exceptionally fast preheat, maintains cooking temperatures so precisely that gas consumption is minimized. In addition, Wilcolator is so easy to service that costly service calls are eliminated.

When selecting the ranges you handle, profit by giving thought to these things . . . and to the example of Manhattan House. For you, too, will find that utmost satisfaction in cooking equipment is best assured by a Wilcolator-equipped range line.



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Service with a System

CONTINUED FROM PAGE 174

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Retail Textbook

TECHNIQUES OF RETAIL MERCHANDISING. By John W. Wingate and Elmer O. Schaller. Prentice-Hall, Inc., New York. \$6.65.

PRIMARILY a textbook for students of retailing, "Techniques of Retail Merchandising" can be of use to any retailer who knows his business has profit leaks but doesn't know where they are. However, he will have to be willing to accept the textbook approach; the book is not light reading. The authors—John W. Wingate, professor of business administration at the City College of New York, and Elmer O. Schaller, professor of retailing at New York University—have packed it with the facts and figures they have found to be essential, after many years of teaching experience.

In the authors' own words, "Fundamentally, the success of a store depends upon the astuteness with which a merchandiser can adjust prices and quantities of offerings to customer demand in such a way as to earn a profit. That, in a nutshell, is what this book is about." They emphasize that nearly everything they deal with is important to the small merchant as well as the large one.

What It's About

The book has four sections: profits, pricing, inventories, and planning and control. The first discusses the elements that go into the making of a profit, and includes an analysis of profit and loss statements. The second is a detailed explanation of how to figure markups, establish pricing policies and control markdowns. In the third section the reader can learn how to take inventory, how to control it, and how to measure and increase stock-turn. To finish up, the authors discuss records, markdowns, planning and control of stocks and purchases, and analysis and control of expenses. Illustrative examples, charts and diagrams are scattered liberally all through the book.

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"I SWIPED IT OFF THE OLD LADY'S ELECTRIC STOVE—IT'S MUCH BETTER THAN MY OLD DASH."



No less than 582 families are scheduled to lodge in dramatic, new Manhattan House—built, owned and operated by New York Life Insurance Company—before the end of 1950. Outstanding among the appliances they'll find for promoting better living, will be 582 ultra-modern Roper Gas Ranges—enabling every homemaker to enjoy fast, clean, thrifty, perfect cooking.

And playing its part on every Roper unit—maintaining oven cooking temperatures exactly as desired—will be Wilcolator Oven Heat Control.

For WILCOLATOR has been specified

by Roper because it means precision cooking at a touch of the finger tips . . . assures time-saving and economy too, since the exclusive Wilcolator "Uniflow" valve permits exceptionally fast preheat, maintains cooking temperatures so precisely that gas consumption is minimized. In addition, Wilcolator is so easy to service that costly service calls are eliminated.

When selecting the ranges you handle, profit by giving thought to these things . . . and to the example of Manhattan House. For you, too, will find that utmost satisfaction in cooking equipment is best assured by a Wilcolator-equipped range line.

ROPER GAS RANGE
MODEL 50-7306



SOME WELL KNOWN GAS RANGES USING WILCOLATOR FOR PRECISION CONTROL

| | | |
|---------------|-----------|---------------|
| Autocrat | Garland | Real Host |
| Coleman | Grand | Roper |
| Copper-Clad | Hardwick | Royal Rose |
| Crown | Hart | Tappan |
| Detroit Jewel | Kalamazoo | Universal |
| Enterprise | Maytag | Welbilt |
| Estate | McClary | Western Holly |
| Florence | Norge | Wincrest |
| | Prizer | |





**WANTED—
by women!**

Morton Equipment has reached an All-Time High in consumer demand

Sparked by the popularity of PANTRYETTE®—Morton's exclusive all-steel wall cabinet with sliding glass doors and "inside-outside" lighting—consumer demand for Morton kitchen equipment has reached the highest volume in Morton history. All signs point to popularity at even higher levels!

Added proof of high consumer interest in Morton cabinet sinks, Pantryettes, base cabinets and specialties lies in the fact that many thousands of women have returned coupons from our 1950 national magazine advertisements. These prospects represent the finest possible sales-and-profit leads.



**MORTON
MANUFACTURING CO.**
8125 West Lake Street
Chicago 44, Ill.

SELL COMPLETE SERVICE CENTERS

Whenever you sell a Morton cabinet sink, a refrigerator or a range, sell Pantryettes and Morton base cabinets to make a complete Service Center. This adds but a few dollars to your customer's appliance payments—yet it means *added sales, added profits for you*. For full details, ask your Morton-Kelvinator distributor.



It Ain't the Heat . . .

CONTINUED FROM PAGE 59

blowing outward from its top. At intervals, the water container is emptied before the customers' eyes and a free trial offer card passed out to the on-lookers.

"The dehumidifier is its own best salesman," the dealer declares, "provided it gets a fair demonstration. You can advertise it and tell all about it in the ads, but when you put it in operation, you don't have to claim anything—just let the prospect watch it work."

Selling Points Are Many

Selling points for the dehumidifier are numerous and sound, according to the McFarlanes.

"The first of these is the personal comfort angle," says McFarlane. "There's nothing worse than trying to work, play or sleep in a hot room where clothing sticks to you and breathing is laborious. Air-conditioning is an answer, of course, but many people don't like air-conditioning and prefer not to install an air-conditioning unit because they have difficulty adjusting themselves to it. The dehumidifier will make a basement bedroom, playroom or workshop comfortable and dry, eliminating heavy humidity, yet not changing the atmosphere otherwise."

"Its very low operating cost is another point. The running cost of a dehumidifier is about the same as that of an ordinary fan and, indeed, adds very little to the average electric bill of a household."

A third selling point, he points out, is the fact that the dehumidifier requires no changing of chemicals or other material and, in fact, requires very little attention at all from the user. It is operated on a refrigeration principle with a series of coils cooled below room temperature. A fan, the only moving part, draws in air and passes it over the coils, condensing the moisture.

Still another selling point which the McFarlanes have used successfully is that the dehumidifier will cut down the time required to dry clothes in a basement laundry room, which still is an institution in many homes.

More Advantages

Other advantages are: the machine is safer encased in a solid shell with no exposed parts; it is portable and may be moved about the room with ease; its sealed mechanism is guaranteed by the factory for five years and its other parts are guaranteed for one year; and it can be used satisfactorily in any part of the house, fitting in well with furniture and other appliances.

"More and more people are beginning to realize that the dehumidifier isn't a luxury item at all, but a sound investment," declares McFarlane. "We get some objections, of course, to price, to operational features and to other angles, but such objections can easily be met by the dealer who has studied this appliance and knows its true value."

Overcoming objections to the operation of the dehumidifier is a McFarlane specialty. The commonest objection raised is that the water container under the dehumidifier must be emptied periodically, unless a drain (sometimes expensive) is installed.

Says McFarlane, "We simply point out that the appliance is small enough and compact enough to set up over a lavatory, commode or kitchen sink. The drainage problem is solved instantly."

For customers who object that a room has too many appliances or too much equipment in it already, the salesmen are ready to show that the dehumidifier stands approximately three feet high and is about a foot in diameter, which allows it to fit unobtrusively into almost any corner or nook of a room.

Flat Guarantee

For customers who doubt that so small an appliance can be effective in a large space, the McFarlanes flatly guarantee that the dehumidifier will reduce and control moisture in a space up to about 8,000 cubic feet, which is considerable space.

For those who think the dehumidifier was designed to protect plaster walls only, the salesmen cite the fact that pine and oak paneling are easily warped by excessive moisture, that mildew appears quickly on leather covered chairs and sofas, and that carpets are among the first furnishings to become moldy unless protected. They offer the dehumidifier as perfect protection.

For banks and business houses which object to the cost of the dehumidifier, the McFarlanes have facts and figures which show the cost of a replastering job, a pipe job, a rebinding and restoration job on valuable books, and other costs for undoing the work of moisture damage. The comparison figures are impressive, especially to bankers and business men.

Selling Plans Made

The McFarlanes have become old hands at selling the dehumidifier. They made plans for selling this particular appliance when it first appeared on the market, since it was an appliance exactly suited to their section of the country and for which they knew a fine acceptance could be built up. The firm has pushed it since its introduction.

"We didn't know much about it at first," says McFarlane, "but we got all the manufacturer's literature on it we could, and began to study it. We also insisted that our salesmen study it in order to know it thoroughly. At first, we couldn't get enough of them to put one in each of our own homes, so we set one up in the store here and studied it."

"We soon learned just about how much water it would draw from the air in a given period under certain conditions and were thus able to discuss it intelligently and confidently before we began to sell it." **End**

Scheduled Meetings

ROCKY MOUNTAIN ELECTRICAL LEAGUE

Fall Convention
Broadmoor Hotel, Colorado Springs
October 8-11

INT'L ASSN. OF ELECTRICAL LEAGUES

15th Annual Conference
Copley Plaza Hotel, Boston
October 11-14

NAT'L ELECTRICAL CONTRACTORS ASSN.

Annual Convention
Biltmore Hotel, Los Angeles
October 17-21

NAT'L FARM ELECTRIFICATION CONFERENCE

Melbourne Hotel, St. Louis
October 18-20

SOUTHEASTERN ELECTRIC EXCHANGE

Sales Conference
Biltmore Hotel, Atlanta, Ga.
October 25-27

NAT'L ELECTRICAL MFRS. ASSN.

Chalfonte-Haddon Hall
Atlantic City, N. J.
November 13-16

APPLIANCE PARTS JOBBERS ASSN.

Executive Board Meeting
Detroit-Leland Hotel, Detroit
November 16-18

WEST COAST REFRIGERATION- AIR CONDITIONING EDUCATIONAL EXHIBIT & CONFERENCE

Municipal Auditorium
Long Beach, Calif.
November 17-19

ELECTRICAL & HOME APPLIANCE SHOW

Bureau of Radio & Electrical
Appliances
Balboa Park, San Diego, Calif.
November 24-29

IAEL Completes Plans For Boston Convention

Representatives of electric leagues from every section of the country will gather in Boston this month for the fifteenth annual conference of the International Assn. of Electrical Leagues. Meetings will begin on Wednesday, October 11 and continue through Saturday morning, October 14.

Speakers on the program include A. H. Kessler, president of the IAEL, Dr. Dexter Keezer, McGraw-Hill Publishing Co., W. V. Merrihue, General Electric Co., Arno Johnson, J. Walter Thompson Co., Kenneth Backman, Boston Better Business Bureau, J. H. Van Aernan, Niagara-Mohawk Power Corp., R. N. Harmon, Westinghouse Radio Stations, Jack Lacy, Lacy Sales Institute, Dr. Leonard Carmichael, president, Tufts College, Roger Bolin, Westinghouse, J. M. Rush-ton, Frigidaire, L. E. Johnson, Northern States Power Co., and R. J. Swackhamer, General Electric.

A business session at which divisional chairmen and officers for 1951 will be elected will be held Saturday morning.

20,000 lines
of NEW Advertising!



Clear Proof that...

HOUSEHOLD HITS HOME! with the "Profit Combination"

20,503, to be exact. That's how many lines Household has added over 1949—capping the gain with the fastest September issue on record!

There can be only one reason: more and more advertisers are finding that **HOUSEHOLD HITS HOME!** It gives them the Profit Combination of home families plus home editorial—in the free-

spending home communities of 25,000 and under.

About those home families: the latest survey shows that 76% of Household families own their own homes. Match that if you can!

Certainly you can't match Household's attractive rate per page per thousand—\$2.40, black and white; \$3.20, four colors.

the **HOUSEHOLD** *profit combination*

HOME FAMILIES plus HOME EDITORIAL

CONCENTRATED IN THE HOME TOWNS OF AMERICA!



BURGESS
takes the (IF) out
of Gift Profits
with 2 NEW
HOLIDAY ITEMS!

NEW
BURGESS
FINELITE
POCKET FLASHLIGHT

Retail Price **98¢** Complete

Designed for Holiday Sales

... Boxed for Gift Appeal! It's beautiful and practical! It will be America's favorite pocket flashlight—your favorite best seller! The FINELITE is fully automatic. Clip-action switch doubles as pocket clip and switch. Flick clip left—FINELITE is on! Flick it right—FINELITE is off! Heavy chrome plate on brass for lifetime beauty. Package deal includes holiday box, FINELITE and 2 new Burgess plastic-sealed No. 7 cells.

Dealer package consists of one dozen gift boxed FINELITES and cells with counter display card.



NEW
BURGESS
Rangefinder
GIFT SET

Retail Price **\$2.50** Complete

DeLuxe 2 Cell Flashlight, Gift Boxed with Batteries!

It's the new Burgess RANGE-FINDER SPOTLIGHT—thumb focuses for instant spot at any range. Throws a brilliant 1500-foot beam. Designed for utility—styled for beauty—the RANGE-FINDER SPOTLIGHT is heavily chrome-plated over seamless brass. Lock-off switch has flasher position. Plastic bulk-head protects lamp and switch—ring hanger on end cap for extra convenience. Packaged

in striking candy-striped gift boxes. Push this holiday double header and you're PUSH-ING PROFITS!

Order now from your Burgess Distributor—don't delay

BURGESS BATTERIES

Pitfalls in Conditional Sale

can deprive you of the right to repossess unpaid-for merchandise—and misunderstanding the law respecting them may get you into the same difficulty

A conditional sale agreement for the purchase of an electrical refrigerator contained the following description,

"One F.O. 5M, Z-1163 \$644.00
"Allowance for used Refr. 194.00
\$450.00"

The equipment was installed in the buyer's store at Little Falls, Minn., and the contract filed with the Register of Deeds for that county. On the refrigerator was a plate with the name "McCray" and "F.O. 5 M. Z-1163."

Three months later this buyer was in bankruptcy. The bankruptcy trustee contended that this description of the property was insufficient as a notice to third parties of the seller's title and ownership of the refrigerator.

The law in Minnesota and generally throughout the country requires that the description of property in a conditional sale contract must be in sufficient detail to enable third parties to identify it.

The bankruptcy court upheld the contention of the trustee that this description was an insufficient notice of the dealer's title and affirmed the order for sale. The United States Court of Appeals, however, reversed this decision and awarded the dealer possession of the equipment. The comment of that court emphasizes the risk incurred by a dealer in failing properly to describe property sold in this manner.

Contract Must Describe the Item

"It is apparent that this controversy would not have arisen had the salesman who procured this equipment order inserted the word 'refrigerator' or the words 'refrigerator unit' between 'One F. O., 5 M' and 'Z-1163' so that the description would have read, 'One F.O., 5 M Refrigerator,' or 'One F.O., 5 M Refrigerator Unit Z-1163.'"

The dealer's margin of safety for lack of these one or two words was narrow. For lack of those words the Federal District Court had held that the equipment belonged to the general creditors or to any innocent third party to whom it might be sold. An adequate description sufficient to identify the refrigerator and the dealer's title and ownership was good against the world.

"It would not be beyond the powers of a person with ordinary mental equipment who read the entire contract

and followed up such inquiries as were reasonably suggested by it," said the court, "to discover that the bankrupt had purchased a new refrigerator with the numbers 'F.O., 5 M' and 'Z-1163' upon it from the McCray Refrigerator Co. to replace an old refrigerator which he was applying in part payment. Since a food mart would usually require a refrigerator and a refrigerator company ordinarily deals in refrigerators it would also be reasonable to suppose that the buyer was acquiring a refrigerator."

Not always are such inferences so kindly supplied by a court. The failure of a dealer to insert a few additional words adequate for the identification of his property may cost him the unpaid balance on his account.

Should You Repossess, or Sue?

A lack of familiarity in the use of collection methods may also cost the dealer his right to repossess his equipment sold under a conditional sale contract. A buyer in Atlantic City, New Jersey, purchased a General Electric refrigerator. He made a down payment and signed a contract for the payment of the balance in twenty-eight equal monthly installments with a provision that title to the refrigerator remained with the seller until these payments had been made.

When his installments were in arrears a collector from the dealer called and told the customer that the dealer was taking the refrigerator back and was keeping the money already paid for its use. The dealer, however, did not take the equipment back, but sued for the unpaid balance.

The buyer contended that the statement of the collector that the dealer was retaking the refrigerator was an election to repossess the property and waive his right to recover the unpaid balance.

The right to sue for the balance, said the court, could only be lost by the dealer actually retaking physical possession of the refrigerator. And even in that event the dealer could still resell the property, repurchase it at his own sale and then sue the buyer for any deficiency that might remain after applying the proceeds of the sale to the unpaid balance.

The dealer, said the court, can retake his property and then sue the buyer for the difference between the price at which the repossessed property sells and the unpaid balance or he can

EDITOR'S NOTE

This is the fifth in a series of articles—dealing with the legal side of appliance and radio-TV merchandising. Others have been: *Have You Got a Case?* December, 1948; *Is It Legal?* October, 1949; *Can You Sell it to the Judge?* March, 1950; *Look Out for those Advertised Prices*, August, 1950.

Agreements

By
ALBERT WOODRUFF GRAY
Attorney at Law

sue for the balance due and abandon his right to retake the property but he cannot do both. He must take his choice. If he sues to recover the balance he cannot take back his property.

Repossession Must Be Peaceful

Such retaking, however, must be done without force and without a breach of the peace. A buyer in Oklahoma was in arrears in the payment of the instalments on electrical equipment for his store. A representative of the electrical supply company called to retake the merchandise. The only incident that prevented a fight, according to the testimony at the trial of the lawsuit brought against the dealer by the buyer for trespass, was that the buyer was unable to find a gun, and while he was looking for his gun the dealer took away the refrigerator.

In its award of judgment against the dealer and in favor of the buyer the court made the comment that, "The frame of mind into which each of these men fell, clearly demonstrates the wisdom of the rule and shows clearly that the agent of the company did what the law does not tolerate—he took this property by force and in a breach of the peace. His superior must pay the penalty."

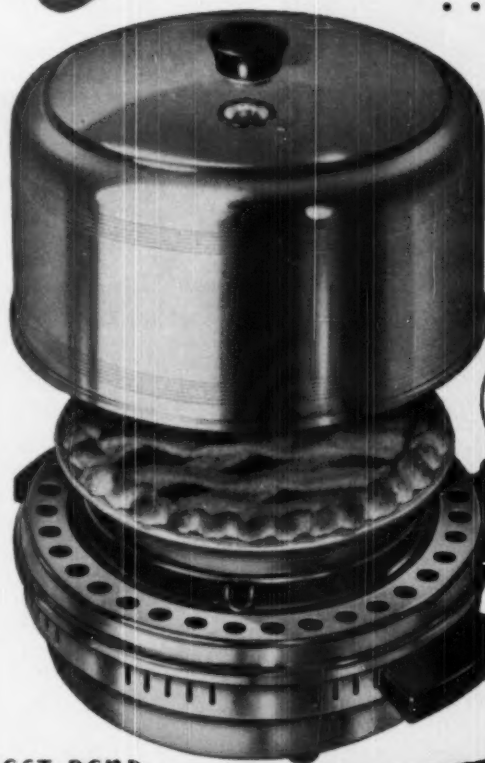
In a similar instance in the state of Washington, goods were forcibly seized under a conditional sale agreement. There the Supreme Court of the state said of that method of repossessing goods sold under conditional sale agreements, "Because a party to a contract violates his contract and refuses to do what he agreed to do is no reason why the other party to the contract should compel the performance of the contract by force. The adoption of such a rule would lead to a breach of the peace and it is never the policy of the law to encourage a breach of the peace. The right to an enforcement of this part of the contract must, in the absence of a consent, be enforced by due process of law the same as any other contract." *End*



WEST BEND does it again

Electric —

... portable oven that
bakes and roasts
with exciting new
savings in fuel



COMPACT, LIGHT WEIGHT ELECTRIC UNIT
(COMPLETE WITH ACCESSORIES) CAN BE
USED ANYWHERE THERE IS AN AC OUTLET

RETAIL
\$14.95

COMPLETE WITH
CORD, INCLUDES
RECISE YAK



Bakes

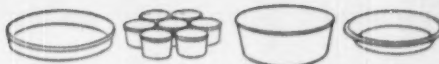
- PIES
- CAKES
- ROLLS
- BISCUITS
- TORTES
- CUSTARDS
- PUDDINGS
- PASTRIES
- CASSEROLES
- POTATOES

WEST BEND

ELECTRIC Ovenette

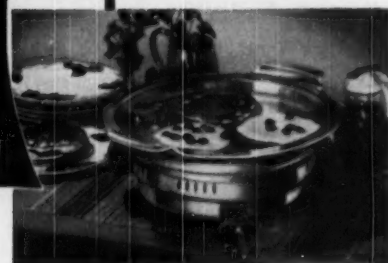
REG. U. S. PAT. OFF.

COMPLETE WITH
ACCESSORIES



Talk about an up-to-the-hour appliance! West Bend's new Electric Ovenette is a self-contained baking and roasting unit. It serves as a second oven and extra heating unit for a busy kitchen range. Requires only 700 watts—about one-third as much as an ordinary large size top-of-range unit. Double-coiled heating

element is thermostatically controlled to give correct temperature. Aluminum cover has easy-to-read heat indicator. Base is steel, comes complete with cord. Accessories include cake pan, 7 muffin cups, roasting pan and pie pan. Electric base is ideal for griddle cookery (see illustration at right). Write for details.



Roasts

- BEEF
- PORK
- LAMB
- VEAL
- SMALL FOWL

WEST BEND Aluminum Co.

WEST BEND, WISCONSIN

(Advertisement)

HALLICRAFTERS "DYNAMIC TUNER" IS TV'S STRONGEST SALES POINT

Preliminary polls of Hallicrafters' distributors and dealers are confirming the reports already heard in the Chicago headquarters that the company's new "dynamic tuner" has made an immediate and overwhelming success.

The tuner was known to have outstanding performance, and to be technically superior in almost every category. The many laboratory and

field tests proved this, but with more than \$2,000,000 invested in perfecting the Dynamic Tuner, the \$64 question remained: how saleable is such a complex mechanism to the general public?

The general public, according to recent information, has responded with a resounding "yes". A wide sales interest has been fanned into in-

creased direct sales far beyond the initial optimistic predictions. Hallicrafters huge advertising program directs its major efforts towards selling the "set with the Dynamic Tuner", and compares the performance with actual pictures and technical laboratory proof.

It all proves, says Hallicrafters, that old adage of advertising: "the public wants to know the facts".

hallicrafters
FIRST in Precision TV!

A
**Dramatic
New
Combination!**

The 860

16" Rectangular Black
Tube with the \$2,000,000
Dynamic Tuner, Radio,
3-Speed Record Changer.



PRECISION TV... at the Price of Ordinary Sets!

*The spectacular performance achieved with
Hallicrafters new Dynamic Tuner now enables
you to offer television at its finest. Unsurpassed
by any other set, at any price, it's television's
CLEAREST picture! Let your own eyes be the judge.*

hallicrafters
FIRST in Precision TV!

WORLD'S LEADING MANUFACTURER OF PRECISION RADIO & TELEVISION • CHICAGO 24, ILLINOIS



VERNON E. DUNN

Vernon E. Dunn, President Of Appliance Mfg. Co., Dies

Vernon E. Dunn, 57, president of the Appliance Mfg. Co., Alliance, Ohio, died August 19 at Cleveland Clinic Hospital after a short illness. He had entered the hospital July 15 after his return from a vacation trip to the West Coast.

Mr. Dunn had been with the Dexter Co., for 26 years before coming to Appliance Mfg. Co. in 1936 as general manager of the firm. He became president of the company in November, 1942. He was actively interested in the affairs of the American Home Laundry Mfrs. Assn. and served on several of that organization's committees.

Three Utilities Expand Appliance Sales Activities

Some 12,000 residential power customers in three widely separated parts of the nation became targets on October 1 for expanded appliance merchandising activities by three utility subsidiaries of the Citizens Utilities Co.

Heretofore, the three companies, located in Newport, Vt., Deer Park, Wash., and Wallace, Idaho, have carried appliances in stock, but have not actively merchandised. Biggest of the three efforts, according to Citizens' general sales manager, Robert G. Cass, will be in Newport. Between October 1 and the end of the year some \$4,000 will be spent to assist the sales efforts of a new sales manager and an expanded merchandising staff.

Citizens Utilities, with its headquarters in Greenwich, Conn., also operates subsidiaries in Kingman and Nogales, Arizona; Bangor, Maine; and La Junta, Colo.

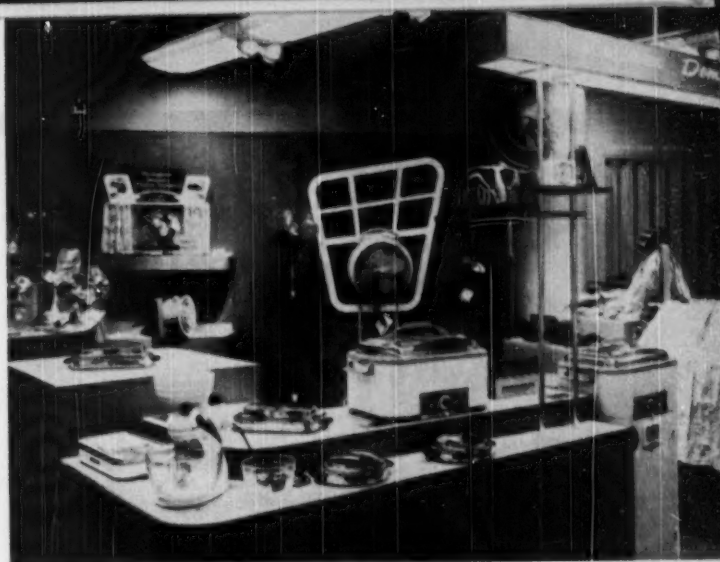
G-E Raises Prices To Meet Higher Manufacturing Costs

General Electric last month raised prices on its refrigerators, freezers, ranges, water heaters and automatic dishwashers from six to 13 percent because of "greatly increased manufacturing costs." Vice-President H. L. Andrews explained that "our prices are being raised purely and simply to offset the recent increase in wages and benefits granted to our employees, coming on top of the 11 percent increase in the price of materials we use."

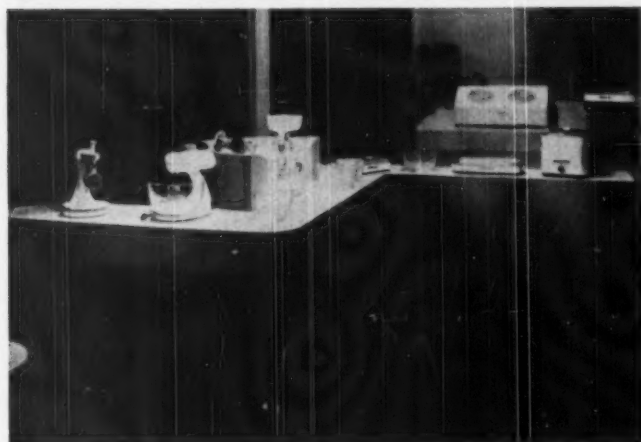
Copy These Ideas For Small Appliance Display

One of the greatest influences on appliance store design since the war has been the arrangement created by Westinghouse Electric Corp. in its Furniture Mart exhibit. It was frankly designed to give dealers ideas, and its influence may be seen in Foley Brothers department store in Houston, Robertson's in South Bend, and in many other firms.

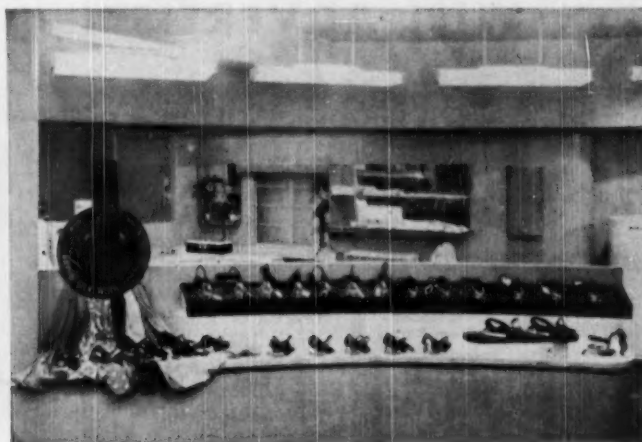
Now Westinghouse has some arrangements designed to show off electric housewares. The photographs illustrate the store architect's ideas of displays that will do the best selling job.



DEMONSTRATION UNIT. This work area has an under the counter refrigerator to store foods, space for demonstrating equipment and plenty of high wattage convenience outlets. It has products arranged on three levels and has room for good display in selling, as well as display for food products.



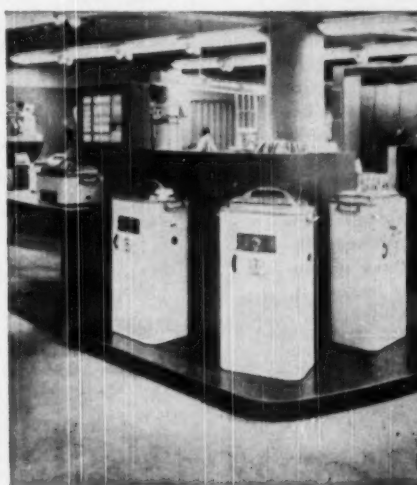
FOOD MIXERS and accessories selling center. The idea consists of a basic display with food mixers placed on narrow curved fixtures. One mixer is displayed in a recessed area with a colorful background which gives a Tiffany effect. Numerous electric outlets should be a part of this display.



ELECTRIC IRON selling center can be a mass display of every brand sold in the store. There are two elevations with lights thrown on the lower level. A miniature ironing board swings out beyond the display. It provides space where a prospect can get the feel of the iron and sell herself.



CHROME TABLE ware. An arrangement like this gives glamor to coffee-makers, toasters, grills and waffle bakers. The counter is narrow, only slightly wider than the product. A card shows brand, model and price.



ELECTRIC ROASTER oven selling center. The problem is to provide space for both table and cabinet models. It is possible to build this display in a smaller size, but its virtue lies in the fact that it provides space to display all brands handled by the store.



ELECTRIC BED COVERINGS are spread out where they can be seen by prospects. This makes them easy to touch, easy to want, easy to buy and easy to sell. If one is plugged in and operating, the customer has a chance to see with his own hand what it is like.

"The Show Goes On!"



WHY **TAPPAN** WILL ADVERTISE MORE THIS FALL



That's right. Even though Tappan is delivering more ranges this year than ever before in Tappan history, not all the families who want a Tappan this fall will be able to get one. Merchandise will be in short supply. But Tappan merchandising won't be.

Why? Because Tappan knows the tremendous long-range value of advertising, to its dealers and to itself. For the past decade Tappan has been the most consistent advertiser in the field. Even when others "dropped out" during World War II, Tappan kept on. And this fall Tappan is going on with its business "insurance" with 18 advertisements in leading magazines—the biggest program in its long, successful history.

This is what helped make the Tappan dealership so valuable and so profitable. We count on keeping up the good work. You'll make your stake in the range stronger by doing the same. We've learned it before, let's remember it now: "It pays to advertise."

Be sure to tie in with
Tappan National Display Week
September 30—October 9

The Tappan Stove Company
MANSFIELD, OHIO

Manufacturers' Sales Appliances and Radios

COFFEE MAKERS (Metal and Glass)

(NEMA Member Sales, Not Industry)

| | |
|-------------|---------|
| July 1950 | 63,013 |
| July 1949 | 21,026 |
| 7 Mos. 1950 | 496,511 |
| 7 Mos. 1949 | 252,226 |

% Change versus 1949:

| | |
|-------------|----------|
| July 1950 | +199.69% |
| 7 Mos. 1950 | +96.85% |

DRYERS, CLOTHES

(Members, American Home Laundry Assn.)

| | |
|-------------|---------|
| July 1950 | 23,588 |
| July 1949 | 2,775 |
| 7 Mos. 1950 | 151,427 |
| 7 Mos. 1949 | 40,912 |

% Change versus 1949:

| | |
|-------------|----------|
| July 1950 | +750.02% |
| 7 Mos. 1950 | +270.13% |

FREEZERS, HOME AND FARM.

(NEMA Member Sales, Not Industry)

| | |
|-------------|---------|
| July 1950 | 76,699 |
| July 1949 | 30,988 |
| 7 Mos. 1950 | 332,055 |
| 7 Mos. 1949 | 178,952 |

% Change versus 1949:

| | |
|-------------|----------|
| July 1950 | +147.51% |
| 7 Mos. 1950 | +85.56% |

HEATERS, CONVECTOR AND RADIANT

(NEMA Member Sales, Not Industry)

| | |
|-------------|---------|
| July 1950 | 45,823 |
| July 1949 | 30,862 |
| 7 Mos. 1950 | 115,530 |
| 7 Mos. 1949 | 68,340 |

% Change versus 1949:

| | |
|-------------|---------|
| July 1950 | +48.48% |
| 7 Mos. 1950 | +69.05% |

HOTPLATES

(NEMA Member Sales, Not Industry)

| | |
|-------------|---------|
| July 1950 | 23,379 |
| July 1949 | 22,677 |
| 7 Mos. 1950 | 232,364 |
| 7 Mos. 1949 | 150,343 |

% Change versus 1949:

| | |
|-------------|---------|
| July 1950 | +3.10% |
| 7 Mos. 1950 | +54.56% |

IRONS

(NEMA Member Sales, Not Industry)

| | |
|-------------|-----------|
| July 1950 | 423,170 |
| July 1949 | 328,316 |
| 7 Mos. 1950 | 2,767,301 |
| 7 Mos. 1949 | 1,966,200 |

% Change versus 1949:

| | |
|-------------|---------|
| July 1950 | +28.89% |
| 7 Mos. 1950 | +40.74% |

IRONERS

(Industry estimate by American Home Laundry Mfrs. Assn.)

| | |
|-------------|---------|
| July 1950 | 25,100 |
| July 1949 | 17,700 |
| 7 Mos. 1950 | 196,900 |
| 7 Mos. 1949 | 156,900 |

% Change versus 1949:

| | |
|-------------|---------|
| July 1950 | +41.81% |
| 7 Mos. 1950 | +25.49% |

RANGES

(NEMA Member Sales, Not Industry)

| | |
|-----------|---------|
| July 1950 | 130,505 |
| July 1949 | 63,249 |

| | |
|-------------|---------|
| 7 Mos. 1950 | 929,727 |
| 7 Mos. 1949 | 533,162 |

% Change versus 1949:

| | |
|-------------|----------|
| July 1950 | +106.34% |
| 7 Mos. 1950 | +74.38% |

REFRIGERATORS

(NEMA Member Sales, Not Industry)

| | |
|-------------|-----------|
| July 1950 | 507,029 |
| July 1949 | 327,429 |
| 7 Mos. 1950 | 3,569,318 |
| 7 Mos. 1949 | 2,442,963 |

% Change versus 1949:

| | |
|-------------|---------|
| July 1950 | +54.85% |
| 7 Mos. 1950 | +46.11% |

ROASTERS

(NEMA Member Sales, Not Industry)

| | |
|-------------|---------|
| July 1950 | 36,972 |
| July 1949 | 11,480 |
| 7 Mos. 1950 | 187,646 |
| 7 Mos. 1949 | 140,431 |

% Change versus 1949:

| | |
|-------------|----------|
| July 1950 | +222.06% |
| 7 Mos. 1950 | +33.62% |

TOASTERS

(NEMA Member Sales, Not Industry)

| | |
|-------------|-----------|
| July 1950 | 253,831 |
| July 1949 | 142,200 |
| 7 Mos. 1950 | 1,592,797 |
| 7 Mos. 1949 | 1,639,820 |

% Change versus 1949:

| | |
|-------------|---------|
| July 1950 | +78.50% |
| 7 Mos. 1950 | -2.87% |

VACUUM CLEANERS

(Industry estimate by Vacuum Cleaner Mfrs. Assn.)

| | |
|-------------|-----------|
| July 1950 | 279,967 |
| July 1949 | 161,920 |
| 7 Mos. 1950 | 1,975,145 |
| 7 Mos. 1949 | 1,625,020 |

% Change versus 1949:

| | |
|-------------|---------|
| July 1950 | +72.90% |
| 7 Mos. 1950 | +21.55% |

WAFFLE IRONS

(NEMA Member Sales, Not Industry)

| | |
|-------------|---------|
| July 1950 | 12,212 |
| July 1949 | 21,000 |
| 7 Mos. 1950 | 124,063 |
| 7 Mos. 1949 | 279,722 |

% Change versus 1949:

| | |
|-------------|---------|
| July 1950 | -41.85% |
| 7 Mos. 1950 | -55.65% |

WASHING MACHINES, STANDARD (Electric and Gas Engine)

(Industry estimate by American Home Laundry Mfrs. Assn.)

| | |
|-------------|-----------|
| July 1950 | 282,261 |
| July 1949 | 200,900 |
| 7 Mos. 1950 | 2,287,535 |
| 7 Mos. 1949 | 1,496,100 |

% Change versus 1949:

| | |
|-------------|---------|
| July 1950 | +40.50% |
| 7 Mos. 1950 | +52.90% |

WATER HEATERS, STORAGE

(NEMA Member Sales, Not Industry)

| | |
|-------------|---------|
| July 1950 | 64,060 |
| July 1949 | 40,432 |
| 7 Mos. 1950 | 431,376 |
| 7 Mos. 1949 | 287,291 |

% Change versus 1949:

| | |
|-------------|---------|
| July 1950 | +58.44% |
| 7 Mos. 1950 | +50.15% |

Appliances in the Magazines

WOMEN'S SERVICE GROUP

Woman's Home Companion

"Choosing An Automatic Washer," by Bernice Strawn—October *Companion*—ten questions and answers to be considered before selecting an automatic washer.

Good Housekeeping

"Take Another Look At Your Vacuum Cleaner," by Helen W. Kendall—October *Good Housekeeping*—a constant state of exhaustion after cleaning frequently means a new cleaner is needed.

"Who's Who Cooks?"—Helen Kendall gives her Saturday night television supper menus.

"At Your Ironer"—a "how-to" column.

McCall's

"Your Mixer Makes A Cake—A Pie," by Helen Kirtland—October *McCall's*—recipes and picture sequence of how to make a pie and a cake.

Ladies Home Journal

"Star Performance," by Gladys Taber—October *Journal*—Alfred Lunt and Lynn Fontanne have remodelled their kitchen.

Household

"Detergents—From Soaps to Synthetics," by Eleanor Ahern—answers to common questions concerning detergents.

Sunset

"What's New in Home Lighting?"—August *Sunset*—latest in lighting presented pictorially.

Today's Woman

"We Pay for House and Appliances Together"—October *Today's Woman*—this Joliet family purchased a dishwasher, disposer and dryer on their open end mortgage plan.

"The Freezer That Balanced the Budget," by Ruth Gaffney—how a Scarborough family saved \$150 in their food budget when they bought a freezer.

"Living With TV"—suggestions for proper placing of television sets in the home.

HOME SERVICE GROUP

Better Homes & Gardens

"Look Out for the Television Tinkers," by Lloyd Wendt—October *Better Homes*—tips from Better Business Bureau and members of the Television Installation Service Assn.

"Tips for Easier Ironing" by Jessie Prather—September *Better Homes*—how to use irons, ironers and other auxiliary ironing equipment to speed up ironing.

"How a Kitchen Can Save You Work"—this Tucson step-saver kitchen includes many electrical appliances.

"Look to Your Lamp Cords"—trailing cords are untidy and dangerous.

House Beautiful

"This Year's 3 Pace-Setting Kitchens," by Charlotte Conway—September *House Beautiful*—includes a ranch house kitchen, a contemporary kitchen and a traditional kitchen, all with ample space for eating area and a place for automatic laundry.

"Take It Easy Lady," by Charlotte Conway—more labor saving devices.

House & Garden

"Household Short Cuts"—time and labor savers include cleaners, deepfat fryer, automatic washer, refrigerator and flat iron.

American Home

"Once Over Rightly," by Jane McNamara—September *American Home*—how a large kitchen was remodelled for efficiency and step-saving.

"The Oven Story," by Edith Ramsay—a review of features contained in the latest range ovens.

"A Little Care, A Lot of Wear," by Elizabeth Fuller—care and cleaning of electric housewares prolongs their life.

Family Circle

"Lighten Your Laundry Loads," by Jessie Bakker—September *Family Circle*—a streamlined, compact arrangement for good laundry management.

"Rainy Days Are Freezing Days"—Mrs. McKelvey bakes for freezer on rainy days.

"Why Not Mend by Machine?" by Sue Sutton, and "How's the Light in Your Life?"—a lighting short.

FARM GROUP

Farm Journal

"How to Make Good Use of Those 'Dead' Kitchen Corners," by Rosalie Riglin—September *Farm Journal*—8 ideas for making corner storage easy to reach.

Successful Farming

"New Light from Old Lamps," by Nat McKelvey—September *Successful Farming*—how to electrify old lamps.

"Two New Ways To Wire," by Stanley Schuler—advantages of underground cables and low-voltage switches in farm wiring.

Country Gentleman

"Wiring with Foresight," by Margaret Schnug—October *Country Gentleman*—how to plan adequate wiring with provision for equipment that may be installed years later.

HOME ECONOMICS GROUP

What's New in Home Economics

Electric ranges are featured in the September issue of *What's New* with the following articles—"1950 Electric Ranges On Review"; "The Electric Range Responds to Proper Care"; "Progress in Porcelain Enamel Improves Electric Ranges"; "Surface Cooking on the Electric Range".

Other articles include "Good Nutrition for Electric Appliances," by Frances Armin, and "What Makes an Electric Refrigerator Cold."

Forecast

"Dishwasher In Her Future," by Lucy Long—September *Forecast*—a review of dishwasher types and features. "Operation Dishwasher," by Marjorie Gilbert—factors necessary for successful and efficient use of the automatic dishwasher.



Grasp
these
profitable

APPLIANCE SALES!

YOUR big-profit appliance sales are right at your finger-tips when you use **DODGE REPORTS**. You get sales-making facts that show you the active prospects for appliances among—

new apartment buildings, banks, hospitals,
schools, churches, theatres, homes, factories

—in fact, every type of new construction where electrical appliances will be bought.

You are told WHERE to go . . . WHO to see . . . WHAT to talk about to get this business! And you can have this information for any area you specify, any type of construction, or any stage of the construction work.

THUS, with **DODGE REPORTS**, you can be first in the right place—at the right time; you know who is involved in each project (name of owner, architect, engineer, contractor)—where and when to contact proper individuals for presentation of your proposition.

DODGE REPORTS save you time, save you "leg work." They enable you to go straight to your active prospects with a sales talk based upon known facts—at the proper moment for effective results.

Let us show you, without obligation, how **DODGE REPORTS** can help you grasp the big-profit appliance sales in the new construction market.



MAIL THIS COUPON

YES — I want to know about the profitable Appliance Sales in new construction. Without cost or obligation, show me how I can use **DODGE REPORTS** in my business. (I do business East of the Rockies only.)

Name _____

Firm _____

Address _____

F. W. DODGE CORPORATION

Construction News Division

119 West 40th Street, New York 18, N.Y.

(EM-10-50)





AUTOMATIC COMFORT CONTROL TOP

**Regulates
Space
Heaters**

THERMOSTATICALLY

You, as a dealer, know the sales-making advantages of Thermostat Controlled Heat. Always found on only the most expensive heating systems, it is now available for all your Space Heater customers, too.

Tell them about it. Display the A-P Automatic Comfort Control Set. Explain its benefits to your floor salesmen. You will perform a beneficial service to your space heater customers—at high profit to you. Remember, this easily installed Comfort Control Set works on ALL A-P Controlled Oil Heaters you have sold since 1939, as well as on those you are selling now. This means an EXTRA sale and profit on all your past heater sales, and an INCREASED profit on new heater sales.

AUTOMATIC PRODUCTS-COMPANY

2400 North Thirty-Second Street, Milwaukee 45, Wisconsin



DEPENDABLE
OIL Controls

**Standard Equipment on Vaporizing Oil Burning
Heaters, Furnaces, Floor Furnaces, Water Heaters**



Illustrated is the A-P Comfort Control top Model 240-ED for space heaters with one or two burners.

TEN MILLION READERS of National Magazines are learning the advantages of A-P Dependable Controls and AUTOMATIC COMFORT CONTROL. Illustrated banners that merchandise these important A-P advantages are available free. Write us or ask your distributor or manufacturer.



WINNERS in sales presentation contest at Schick national sales meeting receive their prizes from Kenneth C. Gifford, center, Schick president. At left is James Butler of Seattle; J. Riley Henry of Hartford is at the right.

Schick Backs New Shaver With Record Ad Campaign

Schick, Inc., is currently observing its twentieth anniversary in the electric shaver industry with a record advertising drive built around its new "20" shaver.

The 96-day campaign began in September and will continue into December. Schick will run a total of 44 full-color pages in national magazines and Sunday newspaper supplements.

In introducing the new model to the company's national sales organization, Schick president Kenneth C. Gifford predicted that the coming sales season "will be far better than even our best previous record."

They included New York State Gas & Electric Corp., Rochester Gas & Electric Corp., and Pennsylvania Electric Co.

Motorola Sponsoring Record National Promotion Drive

Motorola Inc. has launched a \$15,000,000 promotion campaign on its 1951 TV-radio line.

Weekly ads in one or more of 16 leading consumer magazines and three Sunday supplements will run concurrently with national advertising in 102 newspapers located in cities with television stations. Also, a trade campaign will include 21 other publications.

The Chicago firm has also signed several Hollywood celebrities for daily national radio spots over 100 stations in TV cities. Lasting from mid-September through November, this phase of the drive will include additional radio-set promotion on 26 stations in key non-TV cities.

Some 5,000 highway signs, once the sole advertising for Motorola, will be continued; a cooperative program will highlight movie and TV spot trailers, poster advertising, billboards, and car cards.

Rounding out the promotion is a training plan employing films, charts, and manuals to train dealers and distributors.

Sees More Interest In Certified Lamps

Appliance dealers and interior decorators are showing increased interest in Certified Lamps. That's the opinion of Philip Fleck, residential sales supervisor of the western division, Niagara Mohawk Power Corp. and director of the second annual Buffalo Certified Lamp Show.

"We were agreeably surprised this year at the interest displayed in the Certified Lamp program by interior decorators and appliance dealers," Fleck explained. He pointed out that heretofore these groups had shown only mild concern with the program. Stressing that today's Certified Lamps are salable, Fleck emphasized that these products can be developed into heavy sellers for any retailer who will do a concentrated educational job with his customers.

To help retailers understand the reasons for pushing Certified Lamps, Niagara Mohawk prepared a booklet for show visitors entitled "What You Should Know About Selling Certified Lamps." The book explains how the sale of a Certified Lamp will benefit the customer, the store and the individual sales person and presents a new sales approach for effective selling of the lamps.

Several hundred retailers attended this year's Buffalo lamp show which enjoyed the support of three other utilities besides Niagara Mohawk.

As Ye Sew— Ye Shall Pay

The Stitch-in-Time system isn't going to be a Stitch-on-Time system. All of the sewing machines used in the nationwide chain of sewing machine centers will be coin-operated. You'll pay your quarter and then you'll do your hour of sewing.

Each store will be independently owned. A standard installation will consist of 20 coin-operated machines made by White Sewing Machine Co.

Maurice L. Howard, formerly of Seaboard Finance Corp., is the president of the Stitch-in-Time plan, which has its headquarters in San Diego.

Baltimore Retailer Wins Du Mont Promotion Prize

First prize in a nation-wide dealer contest for promotion efforts on a 19-inch Du Mont television receiver was won by Milton Rabovsky, president of Television Co. of Maryland. Sixty-three prizes valued at more than \$12,500 were awarded to winners in the contest.

Based not on sales figures but on "resourceful, effective and original" promotional efforts on Du Mont's Hanover model, the contest began on July 31 for a two month period.

Highlight of the Baltimore firm's promotional campaign was their tie-in with the dedication of the city's Friendship International Airport. Rabovsky contributed two television receivers to crippled children's hospitals as part of the dedicatory ceremonies.

Second prize (a Plymouth convertible) went to Howard S. Merrill of Television Theatres, Inc., Long Beach, Calif. A \$500 savings bond went to Byron Shaw, Brookfield Radio and Appliance Service, Brookfield, Ill.

Mobilization Committee Formed By RTMA, NSIA

A national electronics mobilization committee has been established jointly by the Radio-Television Mfrs. Assn. and the National Security Industrial Assn. The committee will coordinate all industry mobilization activities and will offer its services in an advisory capacity to top government policy-making officials.

Comprising 22 industry leaders, the committee was appointed by Robert C. Sprague, president and chairman of the board of RTMA, and Frank M. Folsom, chairman of the board of directors of NSIA.

Fred R. Lack, vice-president of Western Electric Co., has been named chairman of the committee and a Washington office will be set up to work closely with national defense officials and all agencies having to do with industrial mobilization and military procurement of radio and electronics products.

Just Turn The Knob



NEW TELESET is demonstrated by William H. Kelley, general sales manager of Motorola, Inc., at the firm's Philadelphia show in the Hotel Warwick August 8-10. Looking on are, left to right, Edward L. Pincus, general manager of Motorola-Philadelphia Co., Motorola distributor, and Charles J. Klein, eastern regional manager for Motorola.

Stromberg-Carlson, Schick, Rockwell Win Ad Honors

Three manufacturers of appliances and television sets have won special recognition for outstandingly successful newspaper advertising campaigns in 1949. Rockwell Mfg. Co., Schick, Inc., and Stromberg-Carlson Co. are among 50 advertisers included in the recently-published "Blue Book of Newspaper Advertising."

The Schick campaign ran for three months during the fall of 1949 in 42 metropolitan markets. The company spent \$188,308 for newspaper space, representing 36 percent of its media budget. The result: a survey in 10 cities in January showed Schick's margin of sales leadership up 13 percent between the beginning and the end of the campaign.

Stromberg-Carlson's campaign was of an educational nature, answering commonly-asked questions about TV. Five additional ads contained selling copy in anticipation of Christmas buying.

Rockwell's campaign on its line of Delta power tools had a double objective: to create volume sales through retail outlets and to build the identity of these outlets as Delta dealers in advance of the Christmas season. As a result of the campaign, sales to dealers ran 15 percent ahead of the same period in 1948 and 75,000 books were given out in response to a booklet offer.

Webster Chicago Advises Salesmen to "Keep Selling"

The present military situation furnishes no excuse for slackening selling efforts, distributors attending Webster-Chicago's annual sales meeting were told in late August.

"If other firms want to slacken their selling efforts and regard the present market as a war-time market, that's all right with us, but we shouldn't take such an attitude ourselves," W. S. Hartford, vice-president in charge of sales told the 100 representatives and distributors attending the meeting. "Until we know definitely that our consumer production schedule will have to be markedly curtailed, we must use every selling technique to keep the market as lively as it has been up to now," Hartford continued.

The three-day meeting included forums on new promotion techniques, issuance of new promotion kits and previews of products now being developed.

More Experienced Salesmen Earning Less, Study Shows

Average earnings of experienced salesmen are down slightly and the group considered as "experienced" is considerably larger, a recently completed survey by the Dartnell Corp., Chicago, reveals. It is the third such survey made by the firm since the end of the war.

Earnings of new men continue to rise, but the group involved is smaller and the higher rates are generally paid on a more selective basis.

here's how **COSCO** can clinch extra Xmas Ironer Sales for you



Sell the complete gift package—Ironer, Ironer Chair and Ironer Table



This Christmas, make automatic ironer sales extra attractive, extra profitable. With every ironer, offer the COSCO Package—Posture Back Ironer Chair and Folding Ironer Table. Both are tailored for convenience and comfort with all makes of automatic ironers. Chair, with famous COSCO posture back, adjusts *two ways*. Backrest adjusts up and down, and it tilts to follow and support the back in any position.

The COSCO Folding Ironer Table is stable and sturdy in use, has ample room for any portable ironer. And when ironing is done, it folds to a thickness of only 2" for out-of-the-way storage. Remember—it's the COSCO Ironer Package for bigger sales and profits this Christmas! Order the chairs and tables you'll need now.



Feature the entire COSCO line—backed by 21,827,681 "Give COSCO" Sales Messages



In all the national magazines shown here, COSCO advertising will be working for you. Give it a lift—push the entire COSCO line for all it's worth. And that's plenty! This year millions will say their Merry Christmas the COSCO way.

HAMILTON MANUFACTURING CORPORATION • COLUMBUS, IND.



Household Stools,
Chairs and
Utility Tables

DISTRIBUTOR NEWS

Raybro Electric Opens New Orlando Branch

Raybro Electric Supplies, Inc., has opened a branch in Orlando in a new building recently completed for the company. W. W. Faulkner, who has been in the sales department of the Tampa office for several years, has been appointed manager of the new branch. C. H. Murray, the firm's general service manager, has also moved his headquarters to Orlando. The firm now has offices in Tampa, Jacksonville, Miami, St. Petersburg and Orlando.

Braid Electric, Nashville, Moves Into New Building

Braid Electric Co., Nashville, Tenn., last month formally opened its new building at 11th and Demobreen Viaduct with a three day open house. The new building houses the firm's general offices and electrical supply, lighting and radio-TV parts departments.

Comins Named to Sales Post By Krich-Radisco, Newark

Fred M. Comins has been appointed assistant sales manager of the RCA Victor home instrument department of Krich-Radisco, Inc., northern New Jersey distributors of RCA Victor products. He was previously manager of the firm's builder and apartment house division.

Bickford Bros. Reorganizes; To Distribute for Motorola

Bickford Bros. Co. has announced formation of a new organization for distribution of Motorola television and radio in Buffalo and western New York. Offices and warehouses have been established at 165 Georgia St. The firm will eventually handle additional lines, according to president Paul Wolk. Earlier this summer Bickford Bros. (with headquar-

ters at 1209 Broadway) was sold to RCA Victor Distributing Co.

Irving A. Nadritch has been named vice-president and general manager of the new firm with Arthur G. Juhte as sales manager.

Thompson Radio Purchases Columbus (Ohio) Building

Thompson Radio Supplies has purchased a two-story and basement building at 180-182 E. Long St., Columbus, Ohio. The new building will provide the firm with additional floor space for wholesaling radio supplies, electronic parts and television equipment.

National-Rose Co. Opens New Appliance Building

A new building housing the appliance division of the National-Rose Co., Memphis, was formally opened late in August. The opening was preceded by a three day dealer meeting. The new 15,000 square foot building features a triangular showroom which runs the length of the building.

The appliance division is the newest branch of the 40-year-old Memphis firm which also manufactures bedding and bed springs and wholesales furniture. Lines handled include Crosley, Automatic Washers, Sunbeam, Arvin (housewares), New Home, Lau and Lonergan.

Admiral Distributing Takes Over Building

Admiral Corporation's Newark distributing division has taken over a block-long building at 497 New Jersey-Railroad Ave., to handle distribution of Admiral products in northern New Jersey. According to Robert Howard, general manager and vice-president of the division, the move will place under one roof the largest and most complete dis-

Backward Glance



SWAPPING NOTES after a trip through the plant of Hamilton Mfg. Co., Two Rivers, Wis., are A. E. Hutchinson of Allison-Erwin, distributor for Hamilton in Charlotte, N. C.; Ray Halvorsen, Hamilton sales manager; and J. L. Pleasants, vice-president of Allison-Erwin.

580 Automatic Iron

2125 Hot Plate

680-17 Toaster with Tray

805 Automatic Heating Pad

9182 Combination Sandwich Grill and Waffle Iron

334 Automatic Iron

C612 Automatic Pop-Up Toaster

710U Heater

**THE LINE OF
ELECTRIC
RESISTANCE**

**new MAGIC MAID
TOASTER sensation...**

Styled to Sell

Priced to Sell

and Packaged to Sell

SON-CHIEF

Electric, Inc.

WIRING CONNECTION

MADE IN U.S.A.

Open New Houston Graybar Building



MRS. BARBARA GRAY KING, great grand daughter of Graybar co-founder Elisha Gray, was combined hostess and guest of honor at opening of firm's new Houston district headquarters. With Mrs. King are assistant district manager J. E. Fontaine, who heads the Houston operation, district credit manager Roy D. Hamilton and district operating manager A. W. Palin, Jr. The new Houston building is the seventh main house building constructed for Graybar since 1948.

tribution facilities in the industry. The redecorated building covers 36,000 square feet plus an enclosed parking area.

Graybar Electric Co. Announces Two New Jersey Appointments

Robert E. Orton, former southern New Jersey representative for Graybar Electric Co., has been named television sales manager for Graybar in Philadelphia. He will supervise handling of the firm's new Raytheon line out of Philadelphia, as well as Baltimore, Washington, Harrisburg, Wilmington, and Allentown. William J. Nabut, formerly with Warner Bros., has joined Graybar's sales promotion staff.

Petrino Named General Manager Of Ardisco Television, Inc.

Robert Petrino has been named general manager of Ardisco Television, Inc., metropolitan New York distributors of Arvin radio and television receivers. He was formerly credit manager of the firm.

Forster Distributing Group Tours Hamilton Factory

Representatives of the Forster Distributing Co., Minneapolis, recently toured the plant of the Hamilton Mfg. Co. at Two Rivers, Wis. The men were welcomed to Hamilton at a breakfast meeting where Charles H. Rippe, sales manager of the firm's home appliance division, was the speaker. A tour of the plant and sales talks followed.

Five Meyberg Men Named To New Posts with Firm

Paul Buchler has been named assistant general manager of Leo J. Meyberg Co., Los Angeles, and will be directly in charge of merchandising all white goods. He has been with the firm over 16 years. Harris Newmark, former manager of the small appliance division, has become vice-president of the com-

pany and division manager for the electronics, small appliance and RCA Victor record divisions.

In other changes John Chadwell, formerly San Diego representative on Norge activities, has been named field supervisor for the Norge division. Art Hast has been named assistant manager of the Bendix division and Bud Nerness has been named assistant to L. E. Starkweather, vice-president and general manager.

Bell Assigned To New Post With Gough Industries

Thomas Bell has become general manager of the Philco division of Gough Industries, Los Angeles distributor. He was formerly refrigeration sales manager for the firm, and is succeeded in that position by Cy Youngerman.

Roycraft Co. Discusses Policy With Dealers

Dealers supplied by The Roycraft Co., Minneapolis, Minn., were urged in a recent policy statement to face up to new economic uncertainties by continuing vigorous promotion and fair trade practices.

Citing a flood of orders from dealers, Roycraft insisted that orders "mean nothing unless the merchandise moves right on to the consumer." Dealers were cautioned to exercise "fair dealing" to avoid building up excessive inventories, and to keep promoting business.

"We want to assure every one of our dealers," the firm said, "that he will receive his fair share of all products that we get from our factories—and without any strings attached to those sales."

Allen Joins Edwards-Harris Co. As Local Sales Representative

Louis Allen has joined the Edwards-Harris Co., Atlanta, Ga., as local sales representative. Prior to his appointment, Allen was associated with Davison's and with the Macon Maytag Co.

What's so important about the FLAG LABEL?

Wherever this small Flag Label appears on flexible cords used on electrical equipment, it signifies approval by Underwriters' Laboratories, Inc.

It tells the buyer instantly that the manufacturer has taken extra precautions to insure maximum safety in his product by equipping it with power supply cords which have been submitted to test and inspection . . . not only the cords themselves, but the plugs as well.

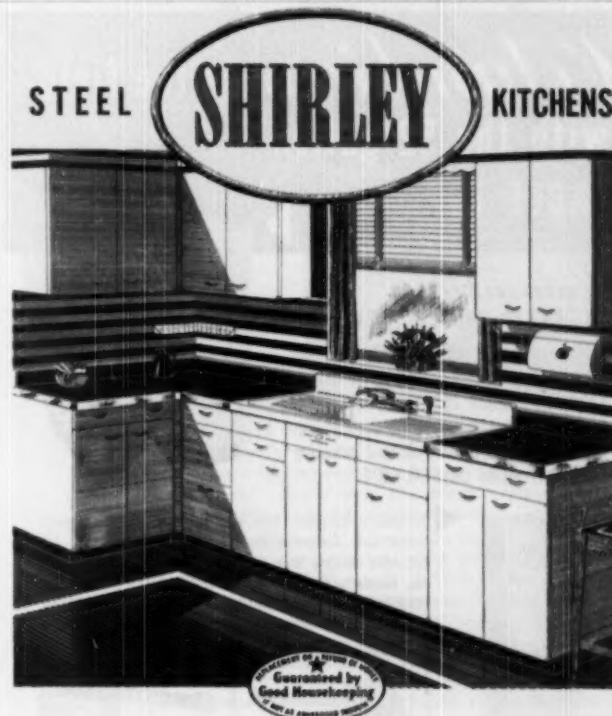
Whether you are a distributor or dealer you will find the Flag Label simplifies and speeds up selling both of individual cord sets and equipment furnished with inspected cords. It is an extra assurance of both quality and safety—two things electrical buyers are demanding more insistently this year than ever before.

SAFE ELECTRICAL CORD COMMITTEE

155 East 44th Street, New York 17, N. Y.



Make sure the products you sell are equipped with safe electrical cords bearing the Flag Label.



● Top-quality, outstanding beauty, distinctive features, complete line, nationally advertised, competitively priced. Leads in value. See your distributor or write us for full information.

SHIRLEY CORPORATION, • INDIANAPOLIS 2, INDIANA

SURE IT'S DIFFERENT!



FIRST 110-volt family-size clothes dryer on the market.

ONLY automatic dryer that licks lint and moisture problem.

ALONE in the budget-price range.

TAYLOR SUMMER BREEZE DRYER

\$139.⁹⁵ Retail slightly higher in West



TAYLOR 36
SINK SIDE WASHER



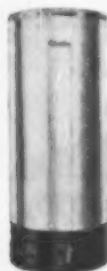
TAYLOR 18
PORTABLE WASHER

A PACE-SETTER PRODUCT OF
The
TAYLOR CORPORATION
ALLIANCE, OHIO

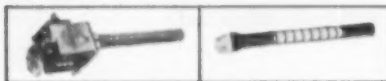
Columbia leads the field
with the 52 gallon
TABLE TOP

Columbia ELECTRIC WATER HEATERS

Greater capacity, yet it fits into the modern compact kitchen design. Width is 26"; height 36"; depth 25". One piece utility top and backsplash is finished in our exclusive tough, heat and acid resisting chip-proof white CRYSTAL-COTE.



Columbia's complete line also features Doubles Round Model and corrosion resisting Puredure Bronze. All Columbia Electric Water Heaters have these two exclusive wonder workers: **PATENTED SNAP ACTION SUBMERGED THERMOSTATS, IMMERSION-TYPE REMOVABLE HEATING ELEMENTS.** Both are easily removable without the need of draining the tank.



Sold only through leading electrical wholesalers.
Write for complete catalog

NATIONAL STEEL CONSTRUCTION CO.

500 Myrtle Street
Seattle, Washington

301 Water Street
Logansport, Indiana

1801 Pasadena Avenue
Los Angeles, California

DISTRIBUTOR NEWS

Blumberg New President Of Home Products Sales

Sol Blumberg, motion picture chain proprietor, has been named president of Home Products Sales Co., Philadelphia, in a reorganization of the distributing agency. Mr. Blumberg purchased the interests of A. L. Rosenfeld, vice-president. Dave Rosenbloom remains as treasurer, while Cliff Malliet is the new sales manager, succeeding Irving Wilson.

Curran Named to TV-Radio Post by Electronic Supply Corp.

William Curran has been appointed television and radio coordinator for the newly expanded Electronic Supply Corp., Columbus, Ohio. Dorothy Davis, in the TV field for several years, will be secretary of the TV-radio division.

Tele King Picks Shafran To Manage N. J. Sales

Jack Shafran has been appointed sales manager for the Tele King Corp. of New Jersey. A veteran of almost 30 years in merchandising, Mr. Shafran will assist dealers in promoting sales of television, water heaters, air conditioners, ranges, and washers.

Moore Equipment Moves To New Dayton Office

Moore Equipment, Inc., Dayton, Ohio, radio and television distributor in 14 surrounding counties, has moved its Dayton offices to new quarters at 525 S. Main St., a three-story office-warehouse structure.

Marshall, Peron Organize L. A. Firm, Sign Conrac

Danny R. Marshall and Darrell R. Peron, formerly associated with Sues, Young, and Brown, have formed a new distributing organization, which will be known as Marshall & Peron Co.; offices will be in Los Angeles. The firm will concentrate on the electrical appliance field and has been franchised to distribute the custom-built telesests of Conrac, Inc., Glendora, Calif.

Southern Appliances Buys New Building in Charlotte

Southern Appliances, Inc., Charlotte, N. C., which serves some 2,000 Carolina dealers, recently purchased a modern warehouse-office building with an adjoining vacant lot in Charlotte. Though purchase price was withheld, the real estate firm handling the transaction had the entire property under a \$230,000 option.

Vondran Named Branch Sales Manager by WESCO

Charles J. Vondran, formerly district TV-radio sales supervisor in Cincinnati for WESCO, has been advanced by that firm to the sales managership of Westinghouse appliance, radio, and television products in Columbus, Ohio.

Enjoy the **ADDED Beauty**
of Your Lighted Tree
in **MOTION**

KASSON ELECTRIC CHRISTMAS TREE TURNER

Revolves
3 Times
a Minute

Adjustable
to most
Tree Sizes!



This unusual novelty is just what you need for thrilling holiday windows—and ideal for Christmas displays throughout the store, too. The "Kasson" is a handsome, sturdy unit with a dependable, self-starting A.C. motor; lasts for years!

Modern Merchandise Displays Need **LIGHTED MOTION!**

New Model 712
ROTO-SHO
Electric Turntable
revolves 3
RPMs while per-
mitting novel,
self-contained
lighting effects,
or operation of
electrical de-
vices. Capacity
200 lbs. 18" di-
ameter turntable
— allows
height only 7".

KASSON
Roto-sho
ELECTRIC TURNTABLES



Will revolutionize your win-
dow trim!

Write for complete turntable catalog and price
list. Remember, motion displays means more
business.

GENERAL DIE AND STAMPING CO.

Integrity Since 1919

Dept. 65, 267 Mott St. New York 12, N. Y.

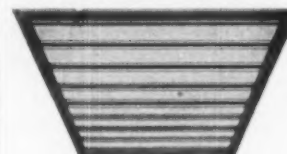
AIR-FLO AUTOMATIC CEILING SHUTTER



TOP VIEW - OPEN - LESS MOLDING

FOR ATTIC FANS

Built so they can be installed practically flush with the ceiling, AIR-FLO Ceiling shutters present a refined, finished appearance. Their natural aluminum color blends with any decoration, eliminating need for painting and no grille or winter cover is required. Furnished in 5 different widths, single panel up to 73" long. No operating mechanism shows. Built-in fusible link. Meets fire underwriters' requirements. Write for illustrated catalog 43A of the complete AIR-FLO line.



VIEW FROM BELOW - CLOSED
(with molding)

AIR CONDITIONING PRODUCT CO.

2340 West Lafayette Blvd.
Detroit 16, Michigan

Another
PROFIT-MAKER
For You

The Sensational, New
CONCO
PORTABLE
ELECTRIC RADIATOR



RETAILS
Regularly at
\$22.95
4500 BTU

Provides quick, abundant heat where and when wanted!

OUTSTANDING FEATURES

SAFE Underwriters' Approved. Uses no water, steam. Fully enclosed heating element. Even at full heat unit will not cause a serious burn if touched.

FAST Begins heating as soon as plugged in. Consumes 1320 watts, A. C. or D. C., emitting 4500 BTU's per hour, the equivalent of 18 3/4 sq. ft. of steam radiation.

LIGHT Weighs only 28 1/2 pounds. Easily portable, nicely balanced. Compact, size 23" x 7" x 19". Smartly styled.

ECONOMICAL

Costs approximately 2 cents per hour to operate (average rates). Saves on regular fuel in spring, fall, through winter.

101 HOME USES

• IDEAL in nursery, bath, on porch, in basement, bedrooms, laundry, playroom, cottages, workshop. RIGHT: Convenient carrying handle folds over to double as handy drying rack.



WRITE for complete information on this outstanding new product.

CONCO ENGINEERING WORKS
Division of H. D. Conkey & Company
Mendota, Illinois

AFFILIATES:
CONCO MATERIALS HANDLING DIVISION
Cranes — Hoists
CONCO BUILDING PRODUCTS, INC.
Brick — Tile — Stone

FINANCIAL BRIEFS

Arvin Industries, Inc.

Arvin Industries, Inc., earned a net profit of \$936,357 for the quarter ending July 2. This is equivalent to \$1.05 per share as compared with 51 cents per share last year.

Sparks-Withington Co.

Sparks-Withington Co. and subsidiaries had a net profit of \$459,083 for the year ending June 30 after a \$67,938 loss resulting from devaluation of the Canadian dollar. This was equal to 48 cents per share and compared with a profit of \$25,709 last year.

Trav-Ler Radio Corp.

Net income of Trav-Ler Radio Corp. for the first six months of the year was \$575,055, equal to 91 cents a share.

Coleman Co., Inc.

Consolidated net sales of the Coleman Co., Inc., for the first six months of the year were \$12,913,940, a gain of \$3,825,230 over the same period in 1949. Earnings for the period were \$1,349,202 or \$3.26 a share.

Stewart-Warner Corp.

Sales of Stewart-Warner Corp. in the first six months of 1950 were \$33,649,039, up 20.7 percent over the first half of 1949. Net profit carried to surplus for the six months was \$1,884,833, equal to \$1.45 per share of \$5 par value capital stock outstanding. This compares with 62 cents per share for the same period last year.

Philco Corp.

Sales of Philco Corp. in the first six months of 1950 totaled \$147,012,000 and net income was \$6,672,000, which was equivalent, after preferred dividends, to \$3.86 per common share. These figures compare to sales of \$103,267,000 and net income of \$1,998,000 in the first six months of 1949.

Silex Co.

The Silex Co. and subsidiaries showed a profit of \$47,983 for the first six months of 1950 before adding dividends received or deducting taxes. This compares with a loss of \$147,529 for the first six months last year.

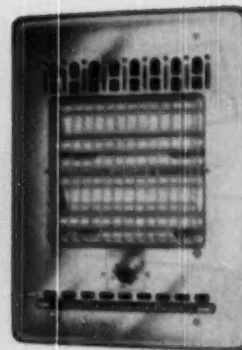
Packard-Bell Co.

Based on the results of the first ten months, sales for Packard-Bell's fiscal year ending September 30 have been estimated at over \$13,000,000 and profits at more than \$1,100,000 before taxes. This compares with sales of \$5,436,585 and net profits of \$183,630 last year. A two-for-one split of the firm's capital stock has been approved by stockholders.

Emerson Radio & Phonograph Co.

Emerson Radio and Phonograph Corp. and subsidiaries reported a consolidated net profit for the 39-week period ended August 5 of \$3,559,827, equal to \$2.02 per share on the 1,759,610 shares outstanding. For the same period last year the consolidated net profit totaled \$2,256,718.

NOW! NEW! WALL-INSERT RADIANT HEETAIRES



ALL HEETAIRES are tested and listed under examination service by UNDERWRITERS' LABORATORIES, INC.

with BUILT-IN THERMOSTATS 1000 to 1250 Watts

★ AUTOMATIC

Now—Automatic Thermostatic Control has been added to this famous Wall-Insert HEETAIRE. Famous for producing instant infra-red rays which direct hot radiant heat throughout the room. Automatically—Economically. Just set the thermostatic control dial at the temperature you want—the Wall-Insert HEETAIRE will automatically produce

★ ECONOMICAL

and maintain any desired temperature between 40° F. and 85° F. . . correct, healthful continuous hot infra-red rays quickly! And because the built-in thermostat automatically turns the HEETAIRE on and off as needed, it is economical—not using unneeded electrical current!

| MODELS | WATTS | VOLTS | ELEMENTS | BTU/HR. |
|--------|-------|-------|----------|---------|
| 241 T | 1000 | 120 | 1 | 3412 |
| 246 T | 1250 | 120 | 2 | 4265 |

DEALERS: Write us for your free "GUIDE TO QUICK HEATING"—and the name of your nearest HEETAIRE wholesaler.

WHOLESALE: Write us for the HEETAIRE sales-and-profit story—and the name of our representative in your territory.

MARKEL

ELECTRIC PRODUCTS, INC.

145 SENECA ST. • BUFFALO 3, N. Y.

LA SALLE

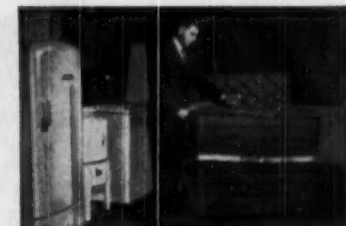
PRODUCTS, INC.



"Slingabouts..."

absolutely essential to my business"... says John V. Prokopy

Prox Home Appliances, Danbury, Conn.



"We could not get along without Slingabouts . . . they pay for themselves over and over again. We sincerely recommend them for everyone handling appliances." That's what Slingabout protection means to this New England appliance dealer.

For your appliances, Slingabouts mean . . . protection, with husky canvas jackets, thick padding, soft flannel lining . . . handling ease, with a sturdy sling to aid moving in trucks, narrow spaces. Slingabouts slip on and off fast, fit major appliance makes.

Ask about Wrapabouts for TV sets.



SEND
TODAY

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.

Send Slingabout prices for model # _____

make _____

Name _____

Address _____

City _____ State _____

Refrigerators
Radio
Range
Washer
Other
(please specify)



All You Need Is a Pocketful of

IDEAL Wire-Nuts
THE SOLDERLESS, TAPELESS, WIRE CONNECTORS
Patented - No. 1,932,525

CONTRACTORS' CHOICE FOR OVER 26 YEARS

Just strip wires and screw on IDEAL "Wire-Nuts"—that's all! Makes wire connections twice as easy—ten times faster!—when running circuits, hanging fixtures, etc. Safe for a lifetime... precision-built "Wire-Nuts" can't pull loose or shake loose. Bakelite lifetime shell keeps sharp wire ends covered... Be safe, be sure and cut costs—insist on only genuine IDEAL "Wire-Nuts". Millions in use. For all wires from 2 No. 18 up to 3 No. 10.

Sold through America's Leading Distributors

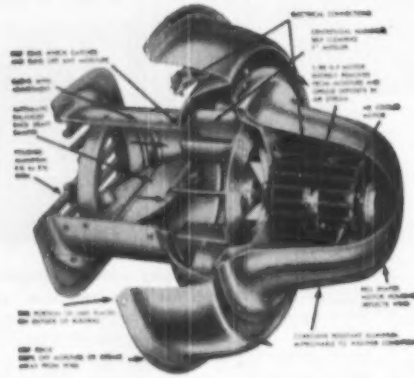


IDEAL INDUSTRIES, Inc.
1037 Park Ave.
Sycamore, Illinois

SEND ME FREE SAMPLES IDEAL "WIRE-NUTS."

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

THE Kitchen-Aire EXHAUST FAN Is DIFFERENT . . . !



Different, because it is FIRE-SAFE, grease laden air is NOT drawn over motor;
Different, because intake grill may be mounted above cooking range even on inside wall;
Different, because ordinary 6" stove pipe will serve for making connection between intake grill and exhaust fan;
Different, because it is QUIET, operating mechanism is mounted OUTSIDE the wall;
Different, because it is weatherproof, back draft damper protects against heat loss, operating mechanism is housed in corrosion-free aluminum.
Yes, the Kitchen-Aire is different. It is electrically operated, can be installed anywhere in new or old houses, keeps kitchens cool and odorless, bathrooms and recreation rooms fresh and basements dry. Underwriters Approved. Advertised in Better Homes and Gardens. A fast seller inquires today!

STEWART MANUFACTURING COMPANY

3202 E. Washington Street

Indianapolis, Indiana

DISTRIBUTORS APPOINTED

John Meck Industries, Inc.

Temperature Equipment Co., Chicago, has been made a distributor for John Meck Industries.

Starrett Television Co.

Three new distributors have been named by Starrett Television Corp. Adolph Fruchter & Sons, Philadelphia, Pa. Mid States Appliance Distributors, Chicago, Ill. Billy Rose Distributors, Boston, Mass.

Whirlpool Corp.

Hennigh's, Inc., Wichita, Kans., has been appointed distributor for the Kansas territory for Whirlpool home laundry equipment.

D. M. Whitehead Mfg. Corp.

James E. Clark Co., Stamford, Conn., has been named a distributor of water heaters manufactured by D. M. Whitehead Mfg. Corp.

Thor Corp.

Four new distributors have been appointed by Thor Corp. David Kaufmann's Sons, Inc., Baltimore, Md. George Spencer, Inc., Minneapolis, Minn. Thor Factory Branch Sales Office, Washington, D. C. Reliance Distributors, Inc., Syracuse, N. Y.

Duo-Therm Division Motor Wheel Corp.

Four new distributors have been named by Duo-Therm division of Motor Wheel Corp. Kaemper and Barrett Dealers Supply, Inc., San Francisco, Calif. United Distributors, Inc., New Orleans, La. Boyd Distributing Co., Denver, Colo. RCA Victor Distributing Corp., Buffalo, N. Y.

Deepfreeze Division Motor Products Corp.

The Deepfreeze El Paso territory has been given to Boyd Co., Denver, which will handle it through its Albuquerque branch. Mountain States Distributors, Salt Lake City, Utah, has been named a distributor of the Deepfreeze line.

Atwater Television Co.

Arvedon Electric Supply Co., Boston, Mass., has been made a distributor for Atwater television.

Trav-ler Radio Corp.

Anchor Distributing Co., Pittsburgh, Pa., has been appointed a distributor of Trav-ler radio and television receivers.

Emerson Radio & Phonograph Corp.

Emerson Radio of Ohio, Inc., Cleveland, has been made a distributor of Emerson radio and television.

International Harvester Co.

Two new distributors have been appointed by International Harvester Co. RCA-Victor Distributing Corp., Buffalo, N. Y. State Distributing Co., Grand Rapids, Mich.

Murray Corp. of America

Three new distributors have been appointed by the home appliance division of the Murray Corp. of America. General Wesco Distributing Co., Springfield, Mo. Thomson-Diggs Co., Sacramento, Calif. Adams Supply Co., Atlanta, Ga.

White Products Corp.

Seven new distributors have been named by White Products Corp. for its electric and gas water heaters. Maloney Distributing Co., Omaha, Nebr. Derryfield Electric Supply Co., Inc., Manchester, N. H. Wholesale Electrical Supply Co., Inc., Anderson, S. C. Schulhof Co., Chicago, Ill. Max Gerber, Inc., Chicago, Ill. Lakeside Plumbing & Heating, Chicago, Ill. Tri-State Supply Co., Freeport, Ill.

Du Mont Laboratories, Inc.

Six new distributors have been named by Allen B. Du Mont Laboratories, Inc. Smith-Marley Co., Salt Lake City, Utah. Modern Appliance & Supply Co., Inc., New Orleans. Tafel Electric and Supply Co., South Nashville, Tenn. Orkii, Inc., East Hartford, Conn. American Wholesalers, Inc., Washington, D. C.

Florence Stove Co.

Louis O. Bowman, Inc., Richmond, Va., has been named a distributor for Florence Stove Co. in Virginia. The firm will handle Florence ranges, oil heating appliances, and oil stoves.

Admiral Corp.



SIGNING on Admiral franchise to cover distribution in 21 New Mexico counties is James E. Cunningham, president of Cunningham Distributors, Inc., Albuquerque. Admiral regional manager George Malsed looks on.

Visible Results Quickly WHEN YOU DEMONSTRATE **Viking** WINDOW FANS.



Viking
AIR CONDITIONING CORP.
5601 Walworth, Cleveland 2, O.

Send me facts about the longer margin for extra profit on Viking Window Fans.

Name
Company
Street
City Zone State

DISTRIBUTORS APPOINTED

Coolerator Co.

The Indianapolis branch of the Peaslee-Gaulbert Corp. has been appointed exclusive distributor in Indiana for Coolerator electrical appliances.

Ironrite Inc.

Boyd Corp. has been named distributor for Ironrite Inc. in the Portland, Me. region.

Tele King Corp.

Electric Supply Corp. of Chicago has been appointed Chicago distributors for Tele King Corp. sets.

Majestic Radio & Television Inc.

Desser Distributing Co., Baltimore, Md., has been named a distributor of Majestic television and radio receivers.

Wilcox-Gay Corp.

Desser Distributing Co., Baltimore, Md., has been named a distributor of Wilcox-Gay recorders.

Hollicrafters Co.

Christian-Sneider Co., Toledo, Ohio, has been named a distributor of Hollicrafters radio and television.

Blackstone Corp.

Thomson Diggs Co., San Francisco, Calif., has become a distributor of Blackstone home laundry equipment.

Capehart-Farnsworth Corp.

Two new distributors have been appointed by Capehart-Farnsworth Corp.

William Mee Co., Oklahoma City, Okla.
Commercial Electric Co., Toledo, Ohio.

Arvin Industries, Inc.

Two new radio and television distributors have been named by Arvin.

Everitt Corp., Jacksonville, Fla.
Stratton & Terstegge Co., Louisville, Ky.

Fowler Mfg. Co.

Three new distributors of Fowler water heaters have been announced.

Clark Distributing Co., Charlotte, N. C.
East Tennessee Wholesalers, Knoxville, Tenn.
Cleveland Wholesalers, Cleveland, Ohio.

Apex Electrical Mfg. Co.

Five new distributors of Apex appliances have been appointed:

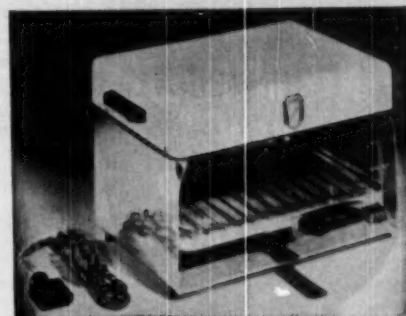
Robertson Supply Co., Orlando, Fla.
McDonald Electric Co., Miami, Fla.
LeValley McLeod, Inc., Elmira, N. Y.
Empire State Wholesalers, Inc., Cohoes, N. Y.
Monroe Electrical Products, Inc., Rochester, N. Y.

The Dorby ^{INFRA-RED} BROILER

THE OUTSTANDING BROILER VALUE ON THE MARKET TODAY!

TAKE ADVANTAGE OF THE NEW HOME TABLE BROILER MARKET

• Only the DORBY infra-red BROILER brings your customers all these outstanding values and advantages



LONG LIFE—CLEANLINESS & GLEAMING BEAUTY—using porcelain on steel and bright polished aluminum!

LARGEST BROILING SURFACE—9" x 12½" (112½ sq. in.) for the most delicious and uniform broiling!

SPECIAL COILED infra-red ELEMENTS—LARGEST—MOST EVEN—124 inches long and oversize for superfast heating—long life!

HIGHEST HEAT OUTPUT—UL APPROVED—for either AC or DC circuits—1600 watts—110-120 volts—eliminating smoke and odors!

UNIQUE MODERN DESIGN—heat and speed adjustments—easy to clean—tip-proof broiler pan—food clearly visible—complete air circulation!

Write Today • DORBY Company, Mds. Mart, Chicago 54, Ill.

RETAIL LIST

\$19.95

East of Rockies
F.E.T. Incl.

DORBY COMPANY, Mds. Mart,
Chicago 54, Ill.

Please send me all the facts on the DORBY infra-red

BROILER!

I am a ☐ Jobber ☐ Dealer; my letterhead is attached.

Name

Company

Address

City State

• A few Territories Open for Manufacturers Representatives

CRAWLS

On Roller Bearings

Up and Down Steps... Over Obstructions...
Rolls Smoothly Over Flat Surfaces



- Patented Roller Bearing Crawler Tread
- Sturdy Construction—Aluminum, Steel or Wood
- Safety Straps
- Patented Strap Tightener



Model S-2-S-T

Never have you or your men experienced such complete utility with comfort as that offered by the Escort hand truck. No lifting... no fatigue. Carries a full load safely up and down steps, over obstructions. This truck simply crawls over on roller bearings.

Write for Catalog.

Stevens Appliance Truck Co.

OLD SAVANNAH ROAD
AUGUSTA, GEORGIA

THE COMPLETE LINE FOR THE TRADE

100% AMERICAN MADE
UNDERWRITERS APPROVED

BUY FROM YOUR
JOBBER AND ASK
FOR "POLLY"

Catalog
and Prices
on Request



"POLLY"
CHRISTMAS
TREE
-They're Best!
We Cater to the Wholesaler
LEO POLLOCK CO.
Mrs.
NEW YORK 13

PROFIT

with Another
PENTRON "FIRST!"
NEW
**DUAL SPEED
TAPE RECORDER**



\$167.50 COMPLETE

Model 9T3

Super sensitive crystal microphone. Fast of fine grain recording tape. Plastic take-up reel.

2-SPEED RECORDING, PLAYBACK!

FAST FORWARD, FAST REWIND SPEEDS!

Only Pentron Offers You all these features in one instrument. Dual Speed utilizes the latest electronic developments and has performance characteristics found only in far more expensive recorders.

5 Full Hours of recording and playback at 1 1/2" per second or one hour at 7 1/2" per second on the same standard 7" reel. Dual Speed has a fast forward speed of 20 to 1 for making quick selections.

EASY, Fool-Proof Operation—Automatic features prevent accidental erasure, spillage and tape breakage; make operation simple as ABC.

Editing Key permits correction while playing.

Single Eye control for easy, accurate recording.

Interlock prevents erasure, spillage, breakage.

Jack for external amplifier, speaker, radio.

A Step Ahead Of Tomorrow... Available Today!

Act Now! Be First to Offer Your Customers Dual Speed



THE PENTRON CORPORATION
221-E East Cullerton St., Chicago 16, Ill.

Send me detailed literature and information on open territories.

Name _____
Firm _____
Address _____
City _____ State _____

LEAGUE ACTIVITIES

Delaware Group Cancels Plans for Fall Showing

Plans for a fall appliance show to be staged in mid-September by the Electrical Appliance Dealers of Delaware, Inc., were cancelled late in the summer because of current market conditions. The show was to have been held in the DuPont Hotel, Wilmington, and all space had been sold. John S. Reburn was the show committee chairman.

Albany Dealer Group Stages Home Refrigeration Show

The Capitol District Appliance Dealers Assn., Albany, N. Y., staged a "home refrigeration and freezer" show recently on the sales floor of the Niagara Mohawk Power Corp. Power company representatives and members of the dealer group were on hand to answer consumer questions.

Two Model Homes Feature Chattanooga Exposition

Two homes, one featuring the minimum and the second the maximum degrees of electrical living, will be among the features of the Chattanooga Electrical Living Exposition, October 7-29. Planning for the homes has been done by the Electric Power Board and the Better Homes Bureau of Westinghouse.

North Central Association Chooses Four New Officers

The North Central Electrical Association elected four new officers at its recent annual executive conference in Duluth. E. K. Thorgaard, manager of Northern States Power Co., is the new president; George A. Neal, president of Iowa Public Service Co., was named vice-president; J. A. Hennessy of the Northern States Power Co., was reelected treasurer; and John Lapham became secretary-manager.

Head Television Month



MOVIE ACTRESS Meredith Leeds listens as William J. Quinn, managing director of the Los Angeles Electric League, explains television month to Mayor Fletcher Bowron (right). Miss Leeds was "queen" of the mid-summer promotion sponsored by the league to maintain video sales during the summer.

**ALWAYS PROFITABLE!
ALL WAYS SUPERIOR!**

GITS UNBREAKABLE (Ethyl Cellulose) FLASHLIGHTS

Tested and proved under all conditions—
SAFE—Non-conductive, lightweight case protects in all electrical work.
STRONG—Amazing impact strength. Unbreakable ethyl cellulose case.
WEATHERPROOF—Will not rust or corrode. Case tight-fitting—working parts solid brass.
POWERFUL—Intense prefocused light beam from nickel-plated brass, lacquered, perfect parabolic reflectors.
THREE-WAY SWITCH—Reliable "On-Off" and "Signaling" Control.



ORDER FROM
YOUR JOBBER
— or DIRECT

GITS

Molding Corporation

Manufacturers of the famous Gits Knives, Savings Banks, Games, Pottery, etc.
4636 West Huron St. • Chicago 44, Illinois
Canadian Dist.: Myer Bald, Ltd., 60 York St., Toronto

to readers of
**ELECTRICAL
MERCHANDISING.**

You can benefit
from this
money-making

Offer!

Fill in coupon below
and find out how WAHL
Clippers, Dryers and
Vibrators can bring extra
profits your way.

WAHL Clipper Corporation
Dept. EM7
Sterling, Illinois

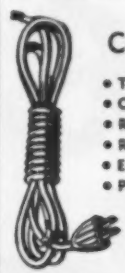
Gentlemen:
Kindly forward full details without obligation.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

GOOD DELIVERY ON Quality CORD SETS

from
Columbia

A large stock is maintained to supply your needs. Quality, quantity and service are yours for the asking.



Cord Sets for:

- Television
- Clocks
- Radios
- Refrigerators
- Electrical Appliances
- Portable Tools

"Columbia's" Cord Assemblies are made at the finest Underwriters Approved cord and plugs.

We stock U/L appliance hookup wire from 22 to 16 Ga.—10 colors available.

COLUMBIA WIRE & SUPPLY CO.
2850 Irving Park Road
Chicago 18, Illinois

"National Distributors and Warehouse for Anaconda Denshield Television and Radio Wire and Cables."

MAIL COUPON TODAY

Your firm-wise profit line interests me. Please send sample and complete free information, catalog and price sheets immediately.

NAME _____ ADDRESS _____
TOWN _____ STATE _____
Calf-Teria Sales, Inc., Dept. Z
Fort Wayne 3, Ind.

HIGH PROFIT, FAST SELLING, FARM SPECIALTIES

Dealers order a few—WIRE for more—these items really sell!

ELECTRIC DE-ICER

Keeps any size stock tank open in coldest weather. Operates on 110 V. A.C.—fully automatic, easy to install. Every farmer needs one. Sells at a profit—dealer's profit.

ELECTRIC STOCK WATERER

Makes possible low cost watering during winter months—even in freezing weather. May be installed on any size tank. Sells at a profit—dealer's profit.

ELECTRIC DEMONER

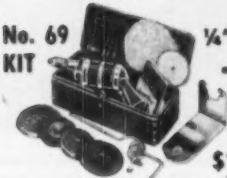
Newest and easiest way to remove dirt from boots. Operates on 110 V. A.C. One year warranty. Sells at a profit—dealer's profit.

(DROP SHIPMENT FOR JOBBERS)
CALF-TERIA SALES, INC., Dept. Z, FT. WAYNE, IND.

for the Christmas Trade
SpeedWay
Speed Drill **KITS**

By far the most popular power tool kits—literally hundreds of thousands of SpeedWay Tool Kits have been sold this year. With SpeedWay's advanced designs, greater power for size, more pieces per kit, and low prices backed up by SpeedWay's advertising in The Post, Colliers, Better Homes & Gardens, American Legion, Foreign Service, Popular Mechanics, Popular Science, Mechanix Illustrated, Science & Mechanics, Popular Homecraft, etc.—over 30 publications in all... SpeedWay Kits are going to sell "like hot cakes." Show them in your windows, display them on counters, there seems to be no limit to the number that can be sold.

No. 69 KIT $\frac{1}{4}$ " Drill and accessories



\$1695

Light handy $\frac{1}{4}$ " capacity (in steel) No. 69 SpeedWay electric drill with bench SpeedStand and accessories, drills, grinds, buffs, stirrers, polishes—25 pieces in steel carrying case, (as illustrated).

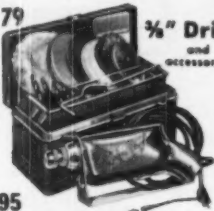
No. 200 KIT $\frac{1}{4}$ " Drill and accessories



\$1995

High speed $\frac{1}{4}$ " capacity die cast aluminum No. 200 SpeedWay electric drill with bench SpeedStand, grinding wheel, cotton buff, wire scratch brush, buckler plate, sanding disc, lambs wool polishing bonnet, paint stirrer, 5 steel drills, etc.—20 piece kit in steel carrying case, (as illustrated.)

No. 79 KIT $\frac{1}{2}$ " Drill and accessories



\$2995

All die cast No. 79 SpeedWay drill, capacity $\frac{1}{2}$ " (in steel) has power of ordinary $\frac{1}{2}$ " drill. SpeedStand, steel carrying case with cutlery tray, 31 pieces in all, (as illustrated).

Sensational New No. 150



\$3450

Motor driven, orbital motion industrial type sander, smooths, cleans, polishes to a piano finish. Cast aluminum, chrome plated, sponge rubber faced platen, all ball-bearing, 3 cover-plates, $4\frac{1}{2}$ " x $6\frac{1}{2}$ " cut from standard 12" x 14" abrasive sheets. This is the tool needed by every handy man, refinisher, and mechanic. It's the sander to sell for it is not approached in quality or value.

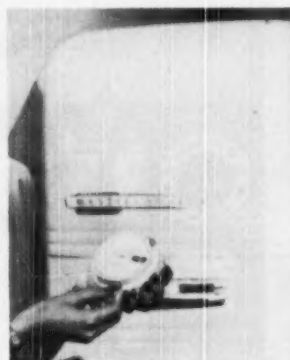
SpeedWay Mfg. Co.

1851 So. 52nd Avenue, Cicero 50, Ill.

DEALER SALES HELPS



RADIO DISPLAY offered their dealers by Emerson Radio & Phonograph Corp. A series of shelves display and demonstrate nine radio and phonograph models. A companion display is designed with platform and shelves for three television receivers.



"ADD-O-BANK", as Westinghouse calls its new coin meter bank will take nickels, dimes and quarters and registers the amount saved. Dealers supplied with four-page brochure describing meter bank sales plan.



MINIATURE WORKING MODELS of the Youngstown Kitchens automatic dishwasher, Young lady is holding one of the Jet-Tower, Jr., dishwasher racks, loaded with tiny plastic dishes which fits inside the tub. Designed for demonstrator, window displays and as a toy.

74% of all new homes have one or more ventilators!

GET MORE OF THIS BUSINESS by selling FASCO Automatic VENTILATORS

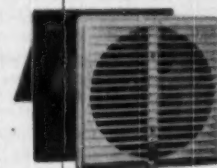
For Kitchens, Bathrooms, Playrooms, Laundries



Models 1020-1021 (10")
"Ceil-N-Wall" Ventilator
For ceilings and inside walls

• Cash in on this tremendous market with FASCO ventilators... outstanding from every angle—quality, performance and price. Designed in collaboration with America's leading home builders, FASCO ventilators are quickly and easily installed in all types of construction. They move more air for less money. (There are 15,000 FASCO ventilators in Levitt houses alone!) Models for outside walls, or for ceilings and inside walls. Order now for your share of these steadily increasing profits.

WRITE, WIRE or PHONE for complete information. FASCO Industries, Inc., 15 Union St., Rochester 2, N. Y. (Phone HAMILTON 1800.)



Models 844-846 (8")
1044-1046 (10")
For outside walls

FASCO Industries, Inc.
ROCHESTER 2, NEW YORK

IF IT'S here... IT'S news...

IT'S WORTH STOPPING TO SEE!

Maybe Industry doesn't maintain show windows on Fifth Avenue or State Street or Wilshire Boulevard like America's great department stores. But your industry has a mighty effective show window... and this is it... this magazine. In these advertising pages alert manufacturers show their wares. Here you will find up-to-the-minute news about products and services designed to help you do your job better, quicker, and cheaper. To be well-informed about the latest developments in your business, your industry... and to stay well-informed... read all the ads too.



F-128



McGRAW-HILL PUBLICATIONS



ALL-TEST Model 455 Deluxe Flat Iron Tester, (pictured) will test all types of flat irons. With the addition of a special thermocouple, the same tester may be used for testing waffle bakers, toasters and sandwich grilles. This instrument is equipped with 2 test lights and a switch. The white light is for checking the "on" and "off" of the thermostat contacts in the heat test, and the neon light is for checking the "make" and "break" of the contacts without the appliance heating, for the cold test.

We are prepared to make immediate deliveries

APPLIANCE TESTERS

- Thermo-electric
- Direct Reading
- The most versatile Testing Equipment on the market
- Assures accuracy, time and cost savings

This equipment is not to be confused with bi-metal or thermometer testers. **ELEMATIC** instruments are precision-built electric pyrometer type.

The modern and dependable answer for making heat tests on electric irons, waffle bakers, toasters, sandwich grilles, etc. This specially designed equipment is now in the service of manufacturers, dealers and service shops. It is cutting the corners in testing requirements for them.

DEALERS—See your distributor and get complete details, or write us.

DISTRIBUTORS—Certain territories are open at present—write for further information.

ELEMATIC
ELECTRICAL INSTRUMENTS

ELEMATIC EQUIPMENT CORP.
1150 W. Marquette Rd.
Chicago 21, Ill.

"BEST"

SAY LEADING MANUFACTURERS* for Installing AUTOMATIC WASHERS

This Guardian Inlet Control Valve will answer your installation problem! That's what leading manufacturers of automatic washers tell their dealers in their service bulletins. You can cut costs to the bone on every installation by using this Guardian valve which is especially designed for automatic washers. Simplifies plumbing problems . . . saves installation time . . . saves cost of extra tees, elbows, nipples, etc. Provides dual outlets for hot and cold water with valve controlled inlet supply to automatic washer and through-waterways to existing faucets or tub lines. Try a pair on your next installation and see how you can save! Write for complete specifications and typical application drawings given in Bulletin V 102.

*Name on request.

MAIL COUPON NOW

Guardian Products Corp., Valve Division Dept. E-5, 1215 E. Second Street, Michigan City, Ind. Please send me Bulletin V 102.

Name _____

Address _____

City _____

State _____



Pat. Pending

Another Guardian First

No. 1500 Series

Inlet Control Valve. Brass or Chromium finish. Left or right hand hose outlets. Standard 1/2" I.P.T. male and female ends at outlet and inlet through waterway. Inlet hose connection male for 3/4" standard hose coupling.

For general applications on automatic washer supply lines use the No. 1500 Guardian Valve. Inlet 1/2" or 3/4" male taper thread, outlet male for 3/4" standard hose coupling.

To be sure you get Guardian quality look for the name Guardian stamped on the body of the valve. All Guardian valves are Guaranteed Values.



Guardian
PRODUCTS CORP.
VALVE DIVISION

Dept. E-5, 1215 E. Second Street

Michigan City, Indiana

DEALER SALES HELPS



DEMONSTRATION KIT shows cleaning ability of General Electric tank cleaner. Contains transparent plastic end cap, a pack of filter papers and a bronze screen to support the filters. Prospect sees dirt and lint pulled into cleaner, whirled around and collected on filter.



TIME TABLES available to Telechron dealers. Both revolve and can show 16 clocks. The one at the left shows kitchen clocks. At the right, alarm and "convenience" clocks.



"SHOW 'EM—AND SELL 'EM", Arvin urges its television and radio dealers. These background pieces are constructed of masonite, metal tubing with vinylite background, are six feet high and can be placed as shown, back to back or around corner.

NEW LITERATURE

Edison Electric Institute

The Edison Electric Institute announces publication of the "Farm Electrification Equipment Handbook." This 224-page, 6 x 9 in. volume presents, in non-technical language, descriptions of electrical farm equipment, together with many illustrations and the purchase price ranges and kw.-hr. consumption of each piece of equipment. It also contains a list of manufacturers for each piece of equipment.



GIFT FOLDER on the Hamilton Beach Food Mixer recently offered dealers. The natural color photograph on the cover shows a mother and daughter admiring the mixer. Inside pages tell the story of Hamilton Beach advantages.

General Electric Co.

A consumer broadside which tells the sales story of the new General Electric automatic dishwashers has been published by the company for retailers' use. The folder serves as a direct-mail piece, handout, or, when opened up, as a wall or window poster, 18 x 31 in. It is built around the sales message, "It's Easier Than You Think."

Mullins Mfg. Corp.

"Exciting Adaptions" is the name of a new 12-page booklet showing unusual and business and professional uses for Youngstown Kitchens steel equipment. It also has a section illustrating how kitchen trouble spots, such as obstructions, recesses and crowded corners, can be conquered.

Silent Sioux Oil Burner Corp.

The Silent Sioux Oil Burner Corp., has brought out a dealer display kit consisting of four easel back display cards in full color and a

12 x 48 in. banner featuring Silent Sioux oil and gas space heaters. In addition, there is a 6 x 14 in. electric dealer display sign in three colors, to be hung in a window or set up on a counter. A sales manual covering their gas space heaters, oil furnaces and oil conversion burners has also been brought out.

Irving B. Shurack, Inc.

Irving B. Shurack, Inc., 1133 Broadway, New York City has announced a new four page catalogue folder in three colors describing the line of Shura-Tone portable phonographs.

Westinghouse Electric Corp.

A new 31-page booklet describing "electrical packages" that may be used by builders and architects as strong, exclusive sales features in their homes is available from the Better Homes Bureau of Westinghouse Electric Corp. The booklet contains numerous photographs and layout sketches of several homes designed and constructed by the Better Homes Bureau in conjunction with electric utilities, architects, and builders. Floor plans and wiring details, providing the ultimate in convenience are illustrated in the booklet. Ask for B-4691, Box 2099, Pittsburgh 30, Pa.

From Mansfield, Ohio, comes an announcement of a 16-page booklet, pointing out the consumer acceptance of new homes equipped with electric appliances included in the sale price, issued for builders. Illustrated and described are refrigerators, ranges, laundry equipment, dishwashers, water heaters and garbage disposers.

A new four-page "selling helps" booklet to help vacuum cleaner dealers plan fall promotion is also being issued by Westinghouse in Mansfield. Another four-page folder to help sell water heaters, directed to Laundromat owners is being made available to Westinghouse dealers.



WITH AN EYE TOWARD FALL, the receiver sales division, Allen B. Du Mont Laboratories, Inc., is making available to dealers copies of the 1950 football guide, as a sales promotion aid. The guide, 7 1/2 x 4 in., contains complete college and professional football schedules, rules, records and other gridiron data.

How to test, repair, and service all home electrical appliances

THEORY CONSTRUCTIONS TROUBLE- SHOOTING REMEDIES

on everything from toasters to refrigerators.



HERE is a complete and practical handbook for all who want to cash in on the continually growing and profitable field of electrical appliance servicing. It contains all the necessary electrical and mechanical fundamentals, along with clear instructions and over 700 illustrations—sectional, exploded, operational, and servicing views of equipment—picturing details of electrical appliance construction, operation, and servicing. Explains the WHY as well as the HOW of electrical devices . . . gives the principles, methods, and advanced technical know-how you need to solve everyday problems . . . includes suggestions on how to set up and operate a servicing business of your own.

Just Published!

ELECTRICAL APPLIANCE SERVICING

By William H. Crouse

Formerly Director of Field Education, Delco-Remy Division, General Motors Corp.
854 pages, 727 illustrations, \$7.50

This on-the-job manual begins with basic principles that will help you better understand how electrical and mechanical machinery operates. Then, it proceeds through home wiring systems, to resistance-heating appliances, motor-driven appliances, and refrigeration and air conditioning appliances . . . covering construction, operation, and servicing of each.

Shows how to service and repair electrical appliances such as:

- heaters
- broilers and roasters
- wafflebakers
- fans and blowers
- washing machines
- water pumps, lawn mowers, and floor waxers
- food mixers
- irons and ironers
- toasters
- sewing machines
- ranges
- vacuum cleaners
- clothes dryers
- garbage disposers
- water heaters
- coffee makers
- clocks
- dishwashers
- air conditioners
- etc., etc.

SEE THIS BOOK 10 DAYS FREE

McGraw-Hill Book Co., Inc.,
330 W. 42nd St., New York 36

Send me Crouse's **ELECTRICAL APPLIANCE SERVICING** for 10 days' examination on approval. In 10 days I will remit \$7.50, plus five cents for delivery, or return book postpaid. (We pay for delivery if you remit with this coupon, same return privilege.)

Name

Address

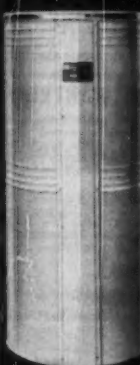
City Zone State

Company

Position EM-16-36

This offer applies in U. S. only.

SURFACE TYPE Black Heat Elements MODERN Automatic Electric Water Heaters



Plus—

- 10 to 15% greater actual tank capacity on 55 gal. size
- No lining up of elements
- Full 55, 66 and 87 gal. sizes
- U.L. Approved
- 1 and 10 year Warranty models
- Profit Priced
- All other wanted features

Other Models: 5, 12, 20, 30 gal. sizes.
Also complete line of domestic and commercial water softeners

MODERN WATER EQUIPMENT CO.,
Dept. EM-1, West Chicago, Ill.

Send details, prices on ☐ Water Heaters ☐ Softeners

Name

Address

City State



Easily, Quickly, Safely
with

ROLL-OR-KARI DUAL TRUCKS

Handling stoves, refrigerators, freezers and other heavy, awkward loads is a cinch with Roll-Or-Kari Dual Trucks. Adjustable to any size load, Roll-Or-Kari Trucks with the patented Step-On-Lift and Web Lock and Tightener are easy to attach and easy to roll. Foot lever on each truck raises truck to rolling position. Folding handles. Capacity 1,000 lbs. Shipping weight 40 lbs.

Be thrifty in "Fifty" — Roll-Or-Kari Dual Trucks are your insurance against time losses and breakage losses. Write today for full information. Dept. B.

ROLL-OR-KARI CO.

MANUFACTURERS

ZUMBROTA • MINN.

THE MERCHANDISING SUPPLEMENT *Products • Services*

- APPLIANCES
- EQUIPMENT
- PARTS
- SPECIALTIES
- TOOLS
- MATERIALS
- ACCESSORIES
- INSTRUCTION
- REPAIRS

FOR MORE SALES — FOR MORE PROFITS

UNDISPLAYED RATE:

\$1.50 a line an insertion. Minimum \$4.00.
(First line small black face type.) Fractional line counts as line. 10% Discount if full advance payment is made for 4 consecutive insertions.

DISPLAYED RATE:

\$17.50 per inch per insertion. Contract rate on request. (An advertising inch is measured vertically 1 1/2" on one column. There are 4 columns—48 inches to a page.)



WRITE FOR CATALOGUE

Lightest, easiest, stairway
ENDLESS BELT MOVER man-
ufactured! Adjustable for
height; a two or four wheel
dalle for all appliance mov-
ing. Makes U turns on stair-
ways. Patented leverage strap
tightener for rural delivery
with straight stairways, no
turns, we have an excellent
mover with large pneumatic
wheels. Your money back
guarantee.

KEEN MFG. CO. 505 DOGWOOD, HARLINGEN, TEXAS

FREE Our 482-page **FREE**
Catalog of
Washing Machine & Vacuum Cleaner Parts.
Save money by ordering all your supplies
from one dependable source.
Quality, Service, Low Prices
MIDWEST APPLIANCE PARTS CO.
3040-51 W. Fullerton Ave. Chicago 47, Illinois

MEND-IT-SLEEVE
Permanently repairs broken auto
to electric appliances and indus-
trial equipment. Repairs appli-
cance cords, auto and truck ter-
mination wire, and all similar work.
Made in U.S.A.
Time Tested, Successful, Economical
Write for Catalog
MEND-IT-SLEEVE CO.
1001 S. Main St., San Jose, Calif.

WESTWARD
WASHING MACHINE CO.
Manufacturers of Parts
1400 E. 14th St. Detroit 10, Mich.

EXTRA \$ FOR REFRIGERATION DEALERS

Frigidaire, Crosley, Kelvinator, Norge,
Sealed Units Rebuilt. Precision Parts
Used. One year unconditional warranty.
We furnish crates. Write or Wire for
Shipping instructions and special dealers
price.

Refrigeration Unit Rebuild Co.

Department M
138 South Eighth Street Cambridge, Ohio

LOVELL WRINGER ROLLS
Factory Machine Rolls Save Time
WASHER AND IRONER PARTS
IRONER PADS AND COVERS
ALL SIZES FOR ALL MAKES
OHIO WASHER COMPANY
1229 Superior Ave. Cleveland 14, Ohio

EASE AND SAFETY IN MOVING
REFRIGERATOR CARRYING STRAPS
with Hand-Grips \$5.00 pair
LARGE APPLIANCE DOLLY TRUCKS
size 52" x 20" with 4" Swivel Casters—for moving
Refrigerators, Gas Ranges, Freezers, etc.
\$12.50 each—with Padded Ends \$14.75 each
Write for Illustrated Price Catalog
ELKAY PRODUCTS CO. Dep't. B
323 West 16th St. New York 11, N. Y.

HEATING ELEMENTS
Appliance Parts Jobbers, write for list of stock
items. EXACT FIT and wattage for several stand-
ard makes of heaters. Units made to specifica-
tion or from samples.
H. & H. ELECTRIC MFG. CO.
1424 Ala. Ave. Bessemer, Ala.

HAND TRUCKS for Safe & Easy
handling of
RANGES, REFRIGERATORS,
DEEP FREEZE AND AIR
CONDITIONING UNITS,
RADIO & TELEVISION
SETS.
SELF-LIFTING PIANO TRUCK CO.
FINDLAY OHIO

This MERCHANDISING SUPPLEMENT Section

is an adjunct to other advertising
in this issue with these additional
announcements of products and
services of special interest in the
sale and servicing of electrical ap-
pliances and in other merchandis-
ing opportunities.

ELECTRICAL MERCHANDISING

SEARCHLIGHT SECTION

CLASSIFIED ADVERTISING

OPPORTUNITIES: SELLING . . . EMPLOYMENT . . . MERCHANDISE . . . BUSINESS

RATES: UNDISPLAYED: \$1.50 a line, minimum 4
lines. To insure advance payment count 8
average words as a line.
INDIVIDUAL EMPLOYMENT WANTED: un-
displayed advertising rate is one-half of above
rate, payable in advance.

BOX NUMBERS: Care of publication New
York, Chicago or San Francisco Office count
as one additional line.
DISCOUNT OF 10% if full payment is made in
advance for 4 consecutive insertions.

DISPLAYED: INDIVIDUAL SPACES with
border rules for prominent display of adver-
tisements.
The advertising rate is \$10.35 per inch for all
advertising appearing on other than a contract
basis. Contract rates quoted on request.

AN ADVERTISING INCH is measured 1 1/2"
vertically on a column—4 columns—48 inches
to a page. Copy for new advertisements re-
ceived by October 11th will appear in the
November issue, subject to space limitations.

REGIONAL SALES MANAGER

One of the oldest and best-known manu-
facturers in the heating appliance field
has a good opening for a top-notch sales
representative. Must have administrative
ability in addition to proven record as sales
producer. Experience in establishing and
organizing both wholesale and retail ac-
counts is essential.

Give full particulars including record of
earnings, character references, territories
served, recommendations of past employers
and complete personal history. Photograph
desirable. All information held confiden-
tial.

RW-7385, Electrical Merchandising
310 West 42nd St., New York 18, N. Y.

DISTRIBUTORS WANTED

Exclusive and protected territories for
SHRED-ALL, the new and improved gar-
bage disposal. Shorter 7" drop simplifies
and reduces costs of installation. 1/2 HP
GE motor. Large rotor is only moving
part.

Distributors can compete successfully
with SHRED-ALL against any disposal on
the market. Product and price are both
right. Write, wire or phone immediately
to see if your territory is available.

SHRED-ALL

W. T. Hedlund Co.

4477 West Pico Blvd. Los Angeles, Calif.



WANTED,

MANUFACTURER'S REPRESENTATIVES

to sell electric garbage disposers to whole-
salers. Good commission and protected
territories. Top notch product. We can
deliver.

Write or wire

Fred L. Roberts Enterprises

3706 West Pico Boulevard
Los Angeles 19, California

MANUFACTURERS REPRESENTATIVE

A successful sales representative now doing a
volume business for a major line in Missouri—
Kansas—Texas—Louisiana and Oklahoma de-
sires to expand his activities in these areas.
Now regularly contacting sixteen top distribu-
tors, here is an opportunity for a manufacturer
of a high quality major electrical appliance
who wants maximum sales. Excellent contacts
assure immediate markets. Representation can
begin at once for an appliance of an allied
nature.

RA-7748, Electrical Merchandising
520 N. Michigan Ave., Chicago 11, Ill.

REPLIER (Box No.): Address to office nearest you
NEW YORK: 320 W. 12nd St. (18)
CHICAGO: 320 N. Michigan Ave. (11)
SAN FRANCISCO: 65 Post St. (1)

SELLING OPPORTUNITY OFFERED

BOOST YOUR Income! Sell guaranteed top
quality enamels, paints, varnishes, stains.
Established manufacturer can service 1000
new retail outlets east of Rockies, factory-to-
dealer plan. Volume business, good commis-
sion, protected territory. Write RW-7359,
Electrical Merchandising.

SELLING OPPORTUNITIES WANTED

MANUFACTURER'S AGENT covering South
West territory would like additional lines
contracting jobbers, appliances distributors,
contractors electrical and gas appliances. In-
terested only on contract and protected ter-
ritory basis. References. Address RA-7722,
Electrical Merchandising.

MANUFACTURERS REPRESENTATIVES.
Established firm now selling major appli-
ances to distributors in Electrical Supply.
Radio Supply and Appliance field would like
to add lines for coverage in Penna., New Jer-
sey, Delaware, Maryland, and District of Co-
lumbia. RA-7756, Electrical Merchandising.

SPECIAL SERVICE

WANTED — FIELD Service assignments
Electrical and for Mechanical Equipment,
operating in Westchester County, N. Y. Nine-
teen years experience in major and traffic
appliance repair. Address details to P. O.
Box 124, New Rochelle, N. Y., for resume.

WANTED

ANYTHING within reason that is wanted in
the field served by Electrical Merchandising
can be quickly located through bringing
it to the attention of thousands of men whose
interest is assured because this is the business
paper they read.

Parts and Equipment Truck

1947 Chevrolet 150" W.B. Cab built in—Very
good condition. Low mileage. Available with or
without parts bins. Photos sent on request.
With Parts Bins—\$1400. without \$1100.

MURON MOTOR SALES, INC.

299 W. Huron St. Ann Arbor, Michigan
Phone 25165

MANUFACTURER'S AGENT WANTED

We have protected territories open for direct factory
representation to men with following in the electric
appliance field.

Recently developed and patented tubular electric
heating elements and complete heating units at
competitive prices. Write in detail to
RW-7778, Electrical Merchandising
310 W. 42nd St., New York 18, N. Y.



HERE'S A

Parade

YOU WON'T WANT
TO MISS...

Everybody loves a parade but here's one that's particularly interesting to YOU because it's packed with "pocket-book" appeal. It's a never-ending parade of products and services designed to help you do your job better, quicker and cheaper. You're in the "reviewing stand" for this parade because it comes to you in the advertising pages of every issue of this magazine. Alert manufacturers use these advertising pages to get the news about their products and services to you... quickly and effectively. To be well-informed about the latest developments in your industry... and to stay well-informed... read all the ads too.

**McGraw-Hill
PUBLICATIONS**



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The Discount Racket

AT a time when the country is going through all the preliminary motions of mobilizing for war, when controls, allocations and credit restrictions are becoming the order of the day, it would hardly seem necessary to comment on the pervading phenomenon of discount buying. The price-hungry bargain-hunters and the outfits who cater to their wants usually flourish in times of plentiful supply of goods and severe competition in the distribution of those goods. But even today, as the appliance and radio industries face the possibility of drastically curtailed supply of many of the products essential to its distributive existence, the "special deal," the buying at wholesale prices, the discount houses and the boys with their business under their hats continue to flourish. It doesn't make sense.

These remarks were prompted by a recent survey conducted by *Advertising Age* in which that paper endeavored to find out how widespread the practice of discount buying had become and some of the reasoning back of both the buyers' and the sellers' attitudes. The paper simply asked its correspondents in 11 major cities to interview 12 persons each and ascertain whether they bought at a discount, what they bought and how much they believed they saved. They were not surprised, perhaps, to learn that the 132 people interviewed had purchased everything from furniture, appliances, radios, TV sets, automobiles, luggage and jewelry to such more surprising items as liquor, building materials, outboard motors, golf clubs and dental services. The penny-conscious hunters had even managed to wangle such oddities as rubber swimming pools, a set of umbrellas, eyeglasses, pretzels and a case of sardines. Little wonder that the paper commented that "the I-can-get-it-for-you-wholesale" idea is firmly rooted in the minds of American consumers.

NOT all of the 132 consumers interviewed had been able to work out a "deal", the paper said, but of that number our industry had the dubious distinction of leading the list with 37 who had bought small appliances, 35 who had bought one or more major appliances—ranges, refrigerators, washers, ironers and freezers—and 26 who had bought television sets at less than list. Actual savings reported by these typical consumers ranged anywhere from 15 to 40 percent. Asked "How did they do it?" most of the respondents said purchases were made through relatives or friends, business acquaintances, "buying clubs" or discount houses, or through associates who capitalized on their employee

discount buying privileges. Lacking here, significantly, were those who said they bought direct from retail stores, but additional comments elicited by interviewers established beyond doubt that a large segment of these typical consumers *did not believe that the retailer performed a function that justified his markup*. Yes, they were aware of the fact that they were taking a chance on recourse in case of trouble, that they were denied service guarantees and that often the trouble of locating a discount "source" outweighed the saving. But, by and large, they felt that the items were fairly standardized in quality and they were willing to take a chance on their giving satisfaction.

Two of the respondents who had given the matter some thought put the matter bluntly. One said: "Ideally, retailers are the purchasing agents for their community. When they perform that responsibility satisfactorily, they have earned their markup. So far as I am concerned, several retailers with whom I've done business since the war have not performed an essential service. I have the acute impression that selling has become so easy that servicing the individual customer and cherishing one customer's goodwill are of small importance." He went on to cite examples of purchases eventually made from wholesalers because the retailers were out of stock, because they tried to sell him something "just as good", or because they did not stand behind the product when service was required. The other respondent defended his discount purchases with the comment that they are a reflection of "the reluctance of people to pay for things they can't use, such as high rental locations, glittering fixtures and poor service."

THE moral would seem to be clear: Our customers will have little or no compunction in buying our goods at a saving elsewhere, as long as they feel that they have little to lose by so doing. The thing we have to sell is not only the product, but all the intangibles of our knowledge, skill and ability to render customer satisfaction through service. Goodwill means business and goodwill is still "the disposition of the customer to return to the place where he was well treated."

Laurence Wray
EDITOR

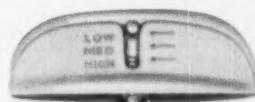
HOW TO PUT PRESSURE INTO YOUR SALES TALK



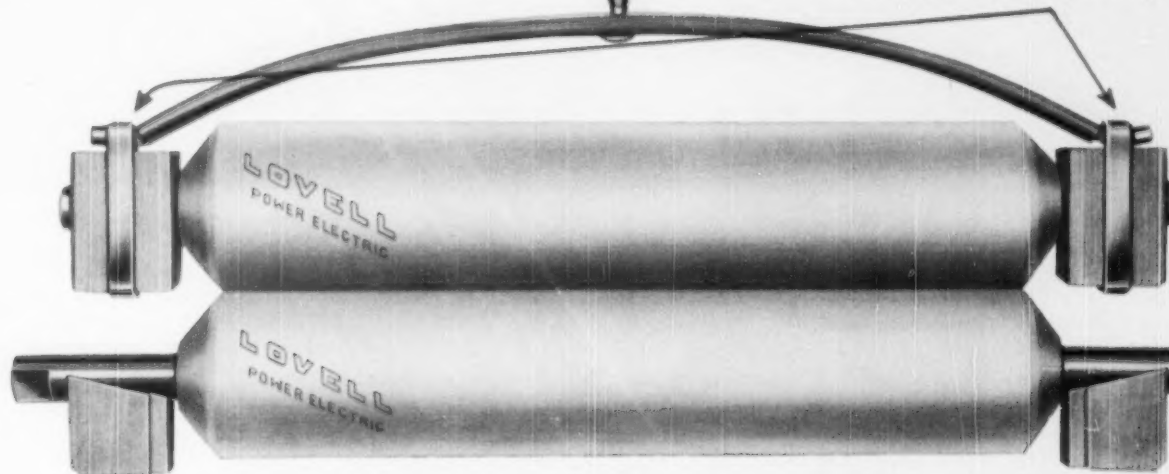
... and make
your customers
love it!

Here's some tested selling ammunition that'll help you make washer sales faster and easier. It's the story of "pressure cleansing"—an exclusive Lovell wringer feature that gets clothes (1) cleaner and (2) drier. Check over these sales points and let them go to work for you next time a customer walks in!

SO-O-O GENTLE! Adjustable pressure screw provides correct pressure for cottons, linens and woolsens.



LOVELL'S SINGLE LEAF SPRING insures equal balanced pressure from one end of the rolls to the other. Thin outer edges of garments are thoroughly pressure-cleansed and dried.



SHOW YOUR CUSTOMERS how Lovell's balanced pressure works: Run a folded, heavy towel between the rolls at one end

and a thin handkerchief at the other. Due to balanced pressure, Lovell's balloon rolls firmly grip the handkerchief. It's

convincing proof that thick and thin folds alike get squeezed clean of the grimy soap and water that makes clothes gray.

... AND DON'T FORGET THESE OTHER BIG LOVELL FEATURES

PUSH-PULL CONTROL on the new Lovell '77. Slight instinctive pull on clothes stops wringer rolls instantly. And a gentle push on the frame is all it takes to shift the wringer to the next position.

PRESSURE CLEANSING AT ITS BEST! Lovell wringers gently force out dirt that otherwise might remain in the fabric.

WON'T JAM ZIPPERS OR STAIN WASH! Lovell rolls

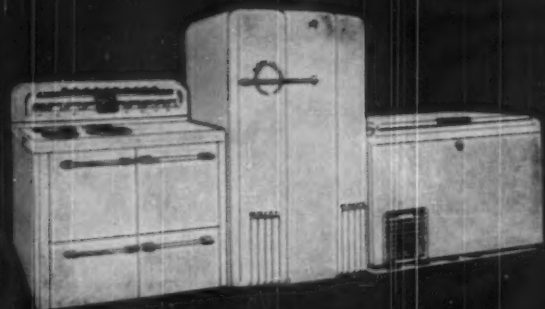
won't break buttons or jam zippers. Oil-less, rustless bearings prevent staining the wash.

GETS THE WASH DONE QUICKER! Clothes go through a Lovell fast. And while the first load is being rinsed, the second load can be washing in the tub.

DOES 90% OF THE HEAVY LIFTING! The conveyor action of Lovell wringers eliminates nearly all the heavy lifting.

WRINGER TYPE WASHERS ARE YOUR BREAD AND BUTTER—THE BEST ARE LOVELL-EQUIPPED





"I have seen it work"

"When I was first told about the Kelvinator '5-Star' emblem idea . . . I wondered! I was doing 'all right' in my selling job. I didn't see how a little pin could help a great deal.

"But after completing Kelvinator's VIS sales clinics—and earning the right to wear this emblem in my lapel—well, I've had some pleasant surprises.

"In accepting the emblem, I made some pledges. I pledged that I would greet my customers courteously . . . that I would respect their time. I pledged that I would know my products thoroughly . . . that I would try to determine my customers' real needs . . . and then sell them only those products which would meet those needs.

"Now, that may look like just ABC stuff—but how we all forget to apply it! And what a difference a *real* honoring of these pledges means to anyone selling!

"I have discovered anew how courtesy pays off in customer friendliness. I find, too, that my customers respect *me* when

I respect *their* time. I also find that by uncovering needs I complete sales faster—and make sure of satisfied customers. And, by knowing my products, I don't lose sales because of unanswered customer questions!

"This little emblem—and the concept of service it represents—have made my work much more profitable for me. To me—and to my customers—it is the mark of the *professional* salesman—a man who knows his job, and who knows that the only sure way to success is safeguarding the interests of *customers*!

"Yes, I have seen my emblem work. And so, I am sure, has every other salesman who wears it."

* * *

Making things "work" at the point-of-sale is the sole objective of Kelvinator's popular Vocation-in-Sales Program. It's more evidence of the retail-minded thinking that makes the Kelvinator franchise the most valuable franchise in the appliance industry!

GET MORE . . .

Get

Kelvinator

NEW ON TV! See "Star of the Family", Kelvinator's sparkling variety show with Morton Downey on the CBS-TV network. See your local paper.

... THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY

KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT 32, MICHIGAN